

# VOTED ONE OF EUROPE'S 10 MOST INCLUSIVE FESTIVALS

**LATINO LIFE**  
**IN THE PARK**



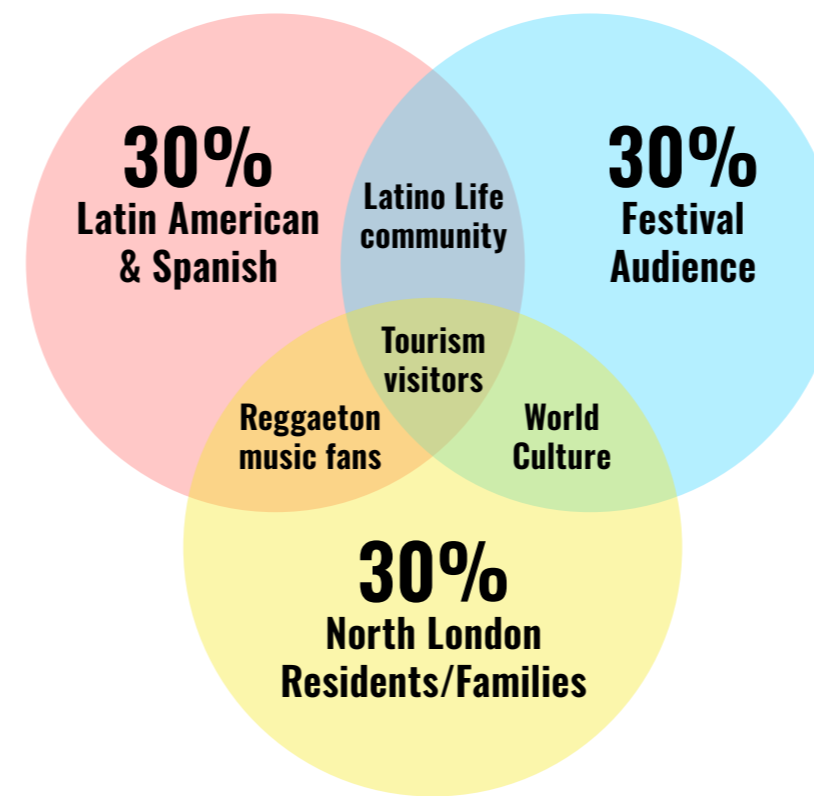
**“ONE OF LONDON’S BIGGEST FESTIVALS, A CELEBRATION OF CULTURE AND GREAT FUN!”**

**BBC LONDON NEWS**



**Date: Saturday 20th July 2024**  
**Venue: Walpole Park, London, W5 5EQ**  
**Attendance: 10,000**

## Our Audience



Our festival is catered to all ages and from any walk of life, attracting many people from London, the Southeast & further afield. Our core audiences are made up of people from the Latin American and Spanish communities of London, North London locals who are looking for something new to do in their local area, and the general festival audience of London.



Latino Life in the Park is the embodiment of latinolifeinthepark.com - Europe's leading Latino media outlet delivering a wide-ranging expression of Latino sounds, culture and food.

Now in its 8th year, the festival has developed a reputation for creating unique experiences with quality artists. We are known for our excellent programming, amazing atmosphere, safe and family-friendly environment, fun-loving audience, and the breath and depth of the arts cultures represented.

Loved by both local residents and visitors from all over London and the South East ; Latino Life in the Park has become THE must-do Latin event of the year.



## Audience Profile

**12-6PM:** Families and 35+    **6-10PM & After Party:** 16-35

**45% Male 55% Female**

### Families and 35+

From our Viva Salsa stage to our dedicated Kids Zone, our Daytime activities attract people from all ages including many families and people looking to explore the riches of Latin culture

### 16 - 35

Latino Life hosts the UK's only festival stage dedicated to Urban Latin music. Supported by Warner-backed Candela Records, bringing home grown Latino talent to market. Attracting a youthful dance crowd looking to party from when the gates open till last act goes off stage.