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Tango Event to Celebrate Launch of Lacomunidadnews.com and Latino Heritage Month

La Comunidad News will sponsor a tango performance at the Overture Center Oct. 17, 2009, to celebrate the launch of La Comunidad News' Web site Lacomunidadnews.com, the newspaper's 20 years of service to the Latino community and Latino Heritage Month.

"When people think 'Latino,' they tend to think of mariachi bands and Mexico. We wanted to go beyond this stereotype and do something that really samples the variety and sophistication of Latino culture. That's how we came up with this event: Tango de mi Barrio," La Comunidad News Publisher Dante Viscarra said.

The event will show La Comunidad News embodies the central aspects of tango — assertiveness and energy — in its delivery of credible, dynamic news.

"Latino Heritage month is celebrated from Sept. 15-Oct 15. However, we chose to hold 'Tango de mi Barrio' on Oct. 17 so that we could combine the month's celebrations with La Comunidad News' 20th birthday. This event symbolizes our ranks in the young-adult world," said Viscarra.

Viscarra will perform with a troupe coached by Joe Yang and Antonio Testolin of Kanopy Dance Studio on State Street. Tango de mi Barrio, translated as Tango of my Neighborhood, will begin with a cocktail hour from 5:30-6:30, followed by a tango workshop from 6:30-7:30 and a performance from 8-9. The event will end with a milonga, or dance party, from 9:30-11:30 p.m.

Lacomunidadnews.com will offer Spanish and English-language interactive multimedia content including videos, blogs, calendars, forums, weather forecasts, podcasts, Twitter and Facebook pages. Content will range from hard breaking news relevant to Latinos to information and advice to help new immigrants acculturate. The newspaper has published instructional videos in Spanish on banking in the U.S. for immigrants and will continue with similar instructional videos. La Comunidad News, founded in 1989 as a newsletter to promote and support the Latino community of Madison, currently publishes one bilingual print newspaper every two weeks.

"We are making a transition to the web, using it as our primary product, with the print editions as supplements to stay ahead of the times. With the web, we can offer so much more to our community, creating a portal for Latino news and culture, not just in

Madison, but in the Midwest," Viscarra said.

La Comunidad News intends to expand its distribution points for its print newspaper to key locations in Wisconsin.

"It's not just for the Latino community either. Lacomunidadnews.com is a tool that serves as a medium between Latinos and the greater community, celebrating Latino culture and strengthening community ties at the same time," Viscarra said.

Tickets for Tango de mi Barrio cost \$15 and can be purchased at the Overture Center.

Tango began in Buenos Aires in the mid-19th century. The sensual dance, originally developed by poor Argentinians, is rooted in Spanish and African traditions.

Other sponsors of Tango de mi Barrio include Kanopy Dance Studio and the Overture Center. ###