



VIVA DALLAS! Reports Record Attendance of over 20,000

DALLAS, TX - The Greater Dallas Hispanic Chamber of Commerce reported today its annual Hispanic business expo *VIVA Dallas!* broke previous attendance records by attracting more than 20,000 participants over the weekend. The event raised valuable funds which will help fuel innovative programs and services offered to the GDHCC for its more than 1,800 member businesses and three Business Assistance Centers.

“The board and staff of the GDHCC was warmed by the tremendous support shown to Hispanic business by the people of Dallas,” said CiCi Rojas, president, GDHCC. “As a leading advocate of fostering Hispanic enterprise, it is our responsibility to provide large scale platforms for our businesses, nonprofits and educational institutions to showcase their support for the Hispanic community. *VIVA Dallas!* has grown to be that platform for our city.”

VIVA Dallas! kicked-off Saturday with local community leaders and elected officials leading a dynamic opening ceremony and flag procession saluting the rich cultural diversity in the Hispanic community. The event offered free health screenings, immunizations, mammograms, cooking demonstrations, food and product giveaways and free entrance and parking to all attendees.

“Our corporate and media partners provided VIVA Dallas! the funding and visibility it needed to be a successful and widely attended event,” said Rojas. “As Hispanic business only becomes more prominent in the city’s economical landscape, we hope to see the amount of Hispanic businesses participating in VIVA Dallas grow at a commensurate pace so that the city can continue to embrace the contributions and culture the Hispanic community provides our city.”

On hand was American Airlines sponsored Jet Ski Racer Freddy Vaca. Vaca, accompanied by Pinnacle Technical Resources and Excelsior Services representatives signed autographs and pictures for over 800 small children. “I really enjoy giving back to my community at these types of events. The impact you can have on a child’s life is priceless not to mention the great opportunity to introduce them to the sport of Jet Ski Racing” says Vaca. Vaca displayed Team Pinnacle’s newest addition, a Kawasaki 4-Stroke powered by Tim Judge of Judge Motor Sports. “This craft is capable of reaching speeds over 90 MPH” says Vaca. “We are really excited about the transition from Yamaha to Kawasaki’s 4 strokes”. During the signing, America Airlines gave away free round trip tickets to any US destination.

More information can be found at www.freddyvaca.com





