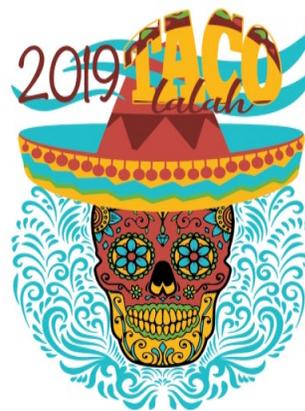


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# News Release

## First-ever Tacolalah Festival to fill May 4 with activities at park

*Wilson Park home to new multicultural festival featuring tacos, salsas, market*

ARKANSAS CITY, Kan. (April 24, 2019) — The first-ever Tacolalah Festival will kick off with a day full of festivities **May 4** in Wilson Park, highlighted by the second annual Salsa Fest from **11 a.m. to 2 p.m.**

This new multicultural festival, which is free and open to the public, will run from **10 a.m. to 10 p.m.**

This year, the Salsa Fest is being organized by the Arkansas City Area Chamber of Commerce. To register as a competitor, call the chamber at **(620) 442-0230** or email [ceo@arkcitychamber.org](mailto:ceo@arkcitychamber.org). Salsa tasting kits may be purchased in advance for \$5 at the chamber office, located at 106 S. Summit St.

1025 The River will continue to sponsor its annual Cowley's Outdoor Market, which is open from 10 a.m. to 8 p.m. this year. Market exhibitors should call **(620) 442-1102** or email [kelly@1025theriver.com](mailto:kelly@1025theriver.com).

Ten food vendors are confirmed so far for the event and most will be open the entire day. They are:

- 3 Critters BBQ
- Coco's Kitchen
- Isabel Rodriguez
- A Little Taste
- Marcela Jimenez
- Martha Moreno
- Okie Dokie Express
- Smoke Happy BBQ
- Snowie Bus
- This or That Food Truck

There also will be a merchandise tent available, sponsored by Visit Ark City, for festival attendees to purchase commemorative gear. Free T-shirt and hat giveaways are ongoing on the Tacolalah Facebook page, which can be found at [www.facebook.com/tacolalah](http://www.facebook.com/tacolalah). The official website is [www.tacolalah.com](http://www.tacolalah.com).

**For immediate release**

*more*

Food and merchandise can be purchased only with Tacolalah Tokens, which will be available for sale the entire day at the Optimists of Arkansas City token booth on the north side of Wilson Park.

The Tacolalah beer and margarita garden — which will be open from **4 to 10 p.m.** — and Outdoor Market cannot accept Tacolalah Tokens, but will accept cash. Most market vendors also can take cards.

Only those 21 or older will be able to enter the beer garden area. IDs will be checked for entry and anyone drinking must wear a wristband. **No alcohol will be allowed outside the fenced beer garden area!**

Various forms of games and entertainment will be featured between 2 and 4 p.m. DJ Locafella, with Life of the Party DJ Services, will provide musical entertainment under the rotunda from **7 to 10 p.m.**

There also will be a live mariachi band playing from **11:30 a.m. to 1:30 p.m.** during the Salsa Fest.

Tacolalah Festival sponsors include 1025 The River, Ark Valley Distributing, the Arkansas City Area Chamber of Commerce, the Arkansas City Equal Opportunity and Accessibility Advisory Board, the City of Arkansas City, the Optimists of Arkansas City, RCB Bank, United Agency, and Visit Ark City.

Proceeds from sales at Tacolalah will go to support the Fourth of July community fireworks show and possibly the Wilson Park Master Plan, as well.

For more information about Tacolalah, contact Andrew Lawson at **(620) 441-4415** or [alawson@arkcity.org](mailto:alawson@arkcity.org) or Visit Ark City Director Pam Crain at **(620) 442-0230** or [info@tacolalah.com](mailto:info@tacolalah.com).

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