



ASSOCIATED  
STUDENTS, INC.  
CSULB

# Press Release

## Latin Organization Fair offers 'Salsa Bowl'

» DATE:

September 22, 2009  
For Immediate  
Release

Long Beach, CA – In honor of Latino Heritage Month, the University Student Union Program Council is hosting the second annual Latin Organization Fair on Wednesday, Sept. 30 from 11 a.m. to 2 p.m. at the USU Southwest Terrace.

» CONTACT:

The fair, which will feature food, drinks and live music, is designed to educate students and celebrate Latino heritage.

Keya Allen-  
Littleton

562.985.5816

krallen@csulb.edu

“Nearly 30 percent of our students at CSULB are of Chicano or Latino,” said USU Programs Coordinator Keya Allen-Littleton. “With that percentage, it’s something we need to highlight on campus. Everyone’s culture should be highlighted.”

This year, local restaurants will compete in the first-ever Salsa Bowl, in which they will offer their delectable variations on the spicy sauce and only one will be chosen as the best by the fair’s attendees.

Christina L.  
Esparza  
Communications  
Coordinator

562.985.4353

cesparz4@csulb.edu

Students who attend will also receive a voucher for class credit, which states “I Attended the Latin Org. Fair.”

For more information on the Latin Organization Fair, please go to [www.programcouncil.org](http://www.programcouncil.org), or call 562.985.4023

CC:

Richard Haller  
Keya Allen-  
Littleton

ASI is owned and operated by students under the advisement of professional staff. ASI has followed its mission to improve the quality of campus life for students since 1956. ASI proudly dedicates its resources to providing essential activities that enhance the students’ educational experience and aid in their overall development. Services provided by ASI to the Cal State Long Beach community include, but are not limited to, the University Student Union, the Isabel Patterson Child Development Center and the Recycling Center. The organization is an auxiliary under the Division of Student Services at California State University, Long Beach. For more information about our unique organization and the services we provide, please visit the ASI website at <http://www.csulb.edu/asi>.

###