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**RIVERSIDE TAMALES FESTIVAL GOES 'BACK TO OUR ROOTS' FOR 8TH ANNUAL EVENT
KAISER PERMANENTE SENIOR ADVANTAGE RETURNS AS PRESENTING SPONSOR**

RIVERSIDE, CA, March 2, 2020 – The eighth annual Riverside Tamale Festival will go “Back to Our Roots” on Saturday, April 18 from 11 a.m. to 7 p.m. at White Park in Riverside. This annual event raises funds and awareness for the Spanish Town Heritage Foundation (STHF), a Riverside nonprofit dedicated to promoting and preserving the role the earliest communities played in our city’s history.

The festival is a celebration of the city’s first true settlements – La Placita and Agua Mansa – which Lorenzo Trujillo founded with 10 families in 1842 on opposite banks of the Santa Ana River. When Riverside’s founders arrived in the late 1860s, early 1870s, they began referring to the community as “Spanish Town.”

It is the goal of STHF to restore the Trujillo Adobe, the Trujillo School, Trujillo Cantina and establish an “old town” Riverside, where all can experience and celebrate the history of Early California. Funds raised by the Tamale Festival go to further these efforts. Hundreds, if not thousands, of current Riverside residents are descendants of those first 10 families.

“We are extremely excited to welcome Kaiser Permanente Senior Advantage back as the presenting sponsor of the Eighth Annual Riverside Tamale Festival,” says Nancy Melendez, president, STHF. “In addition to Kaiser, we are expanding our partnerships with the Greater Riverside Hispanic Chamber of Commerce (GRHCC) and Northgate Gonzalez Markets.”

As presenting sponsor, Kaiser Permanente will have three booths with premium placement where representatives can share health tips and information about Kaiser Senior Advantage.

The VIP room, hosted by GRHCC, will offer tamale sampling and judging, beer included with indoor seating, private bathrooms, and air conditioning. VIP tickets are \$50 each. Other prices are: \$20 general admission, \$10 for seniors (55+), students (13-18) and veterans and active military. Children 12 and under are FREE. There will be a flash sale on National Tamale Day – March 23, 2020 – when all tickets can be purchased for \$5. Please go [here](#) to buy tickets now.

Entertainment and vendors are being announced on our social media channels. Don't miss a day full of wonderful food, an expanded beer garden, artisan crafts and local presenters. There are still vendor opportunities available. Go to rivtamalefest.com for tickets and additional information.

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