



Expo Americas Selects Union Station for 2012 Weekend Event Converging Latino Business and Latino Consumers

KANSAS CITY, Missouri — **Expo Americas** (www.expoamericas.com) is delighted to announce that Union Station will be the site of an extraordinary event that has not taken place since 1995. Expo Americas is scheduled for September 15 and 16, 2012 kicking off National Hispanic Heritage Month. This jam packed two-day business and consumer expo is expected to draw an estimated 30,000 people of all ages, ethnicities and will encompass all of our surrounding communities.

Sixteen years ago a group of local Kansas City business owners organized a one-time event called the, "Hispanic Economic Awareness Expo" that was attended by nearly 27,000 at Kansas City Market Center. It was a successful event that has not been replicated. Expo Americas is reuniting several of the original organizers in the same spirit to bring together families, entrepreneurs, business executives, industry professionals, community leaders, educators and service organizations for an opportunity to spotlight issues, sample products, access services and enjoy top entertainment. "Union Station is honored and thrilled to have been selected at the location for Expo Americas," said George Guastello II, President & CEO of Union Station Kansas City. "Union Station looks forward to helping make Expo Americas a major event in the region."

"Expo Americas is a timely, tech savvy and comprehensive event that targets the Latino community through a holistic approach," said Mark Grado, Groove Consulting, Inc. and original principal of the 1995 expo. Groove Consulting, Inc. together with the Hispanic Economic Development Corporation (HEDC), Reyes Media Group (*Dos Mundos* Newspaper, La "X" (Equis) 1250 AM La Super Estación, La Gran D 1340 AM and Radio Vida 1480 AM), Mark Moreno, Jason Smith Mendez, LatinPointe, Inc., B.A.E. and Wise Writers and Speakers are the principal organizers behind the event and will announce headline talent and attractions in the coming months.

The burgeoning Latino demographic is a contributor to consumer trends nationally and in the Kansas City metropolitan area. Indicators are reflected though bolstered advertising and marketing efforts targeting Latinos as seen recently with the Vicente Fernandez and Enrique Iglesias Euphoria tour featuring Pitbull concerts at the Sprint Center. According to the U.S. Census Bureau, the total number of Latinos in 2010 in the state of Missouri was 209,612 and in Kansas was 299,577 translating into a billion dollar economic boon in sales and revenue for the two states.

Featured attractions will include a Quinceañera Fashion Fare, Cultural Arts Plaza, Business Economic Symposium, Technology Plaza, Career Fare, Health & Fitness Pavilion, Children's Adventure City and Culinary Plaza with more to be announced. An estimated 500 exhibitor participants from local organizations, businesses and national corporations will be presenting consumer products and services. Product sampling, demonstrations and free services will be available.

For sponsorship, exhibitor, talent and ticketing information:
Visit www.expoamericas.com or call Jason Smith Mendez at (816)912-7677.

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