



TALLER
PUERTORRIQUEÑO
El Corazón Cultural Del Barrio
The Cultural Heart of Latino Philadelphia

PRESS RELEASE

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For Immediate Release:

The Cultural Heart of Latino Philadelphia Reveals New Logo

Philadelphia, PA--May 7th, 2007--Last Friday during their membership reception, the Cultural Heart of Latino Philadelphia, Taller Puertorriqueño, revealed its new logo.

"It was essential that the new logo was reflective of Taller's roots, its commitment to its community and history, its inclusiveness and its vibrancy as we stay true to our history, embrace our present and envision a successful future, said Dr. Carmen Febo San-Miguel. We are confident the image chosen accomplishes that well."

With a comprehensive marketing plan that is based on research and well thought out marketing strategies and tactics including a re-branding of the organization, Taller Puertorriqueño will expand its reach and market penetration in order to better fill the growing demand for Puerto Rican/Latino cultural programming.

To create its new logo, Taller gathered the opinions and vision of participants, staff, board, and constituents, past and present. "We were very sensitively aware that a logo that has identified the organization for over 32 years is very dear to our constituents' hearts," added Febo San- Miguel.

Masks and a variety of Latino crafts filled the walls of City Hall with vibrant colors. The evening was filled with artistic expressions, food, give-aways, and individuals like Councilman Juan Ramos and representatives from the Multicultural Affairs Congress, Greater Philadelphia Marketing and Tourism Corporation, The Mural Arts Program, The Philadelphia Museum of Art and the Hispanic Chamber of Commerce among others.

Taller Puertorriqueño, Inc. was established in 1974 as a community based organization dedicated to the preservation, development and promotion of Puerto Rican culture and to the quality representation of Latin American artistic traditions. Its focus is to strengthen the Latino community through the arts, serve as an educational vehicle advancing cultural identity and reaffirmation, and do work that promotes social justice, equality and cultural pluralism. Known as el Corazón Cultural del Barrio (The Cultural Heart of Latino Philadelphia), Taller is a resource, an inspiration, a cultural home and a community center. But, while Taller is established as an integral cultural institution in North Philadelphia and has become a leading Latino art and culture institution in Philadelphia, the organization maintains an unflagging commitment to the expansion of its mission and programs to communities throughout the Greater Philadelphia region and beyond.

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