

Everything You Need To Know About PEOPLE EN ESPAÑOL's Festival 2020 Returning Virtually!

People en Español's popular culture and entertainment event Festival returns through a virtual experience during Hispanic Heritage Month. The event -- which includes motivational panels and musical performances -- will be celebrated on October 10 and 11

NEW YORK, Sept. 25, 2020 /PRNewswire/ -- People en Español's Festival, traditionally held in New York annually, returns virtually this year, kicking off Hispanic Heritage Month. The prized cultural event will bring multiple generations of Latinos together during the virtually interactive weekend. With participation from singer-songwriter **Gloria Estefan**, actress **Julissa Calderón**, actress and entrepreneur **Elizabeth Gutierrez**, and musicians **Gian Marco** and **Aymee Nuviola**, among many others, this year's Festival will be free of charge and is scheduled for October 10th and 11th.

This year's programming will feature eye-opening conversations with leaders and celebrities, music performances, and engaging conversations to inspire the Latino community. This year's Festival theme, "El Momento Es Ahora: ¡Vota Por Un Futuro Mejor!" ("The Time Is Now: Latino Vote For A Better Future"), will highlight the national Hispanic community's contributions to popular culture and molding the future of America. People en Español's Festival will be a platform to motivate the Hispanic community and inspire them to go out and vote during a critical upcoming election year in 2020. Journalist and host **Pamela Silva**, among others, will have in-depth conversations on the value of the Hispanic voter and exercising one's right to vote, particularly for young Latinos.

"As the number-one Hispanic brand, it is our responsibility to not only inform our audience but also to inspire and motivate them. In addition to entertaining, we are honored to have this function as a platform to celebrate our culture, communities, and leaders," said People en Español's Publisher, Monique Manso. "There has never been a more important time than now for Latinos to use their voices and contributions for this country and for future generations. It is our duty to use this time to learn from our past accomplishments while paving the way for the future — especially as we brace ourselves to make a strong impact on the 2020 election."

Stars from various Netflix productions - **David Castañeda** (*The Umbrella Academy*), **Julissa Calderón** (*Gentefied*) and **Julio Macías** (*On My Block*; *Selena: The Series*) - will be discussing what it means to be Latino in Hollywood today. As we strive for more inclusive and diverse representation on screen, these actors allow those watching to see themselves reflected in television and films in a way they haven't seen before. Additionally, Netflix will debut never-before-seen, behind-the-scenes footage from the upcoming *Selena: The Series*.

Amazon Prime, The Clorox Brand, Facebook Watch's Red Table Talk: The Estefans, Netflix, and Prime Video join as sponsors for the event.

"Clorox is delighted to partner with People En Español during their 'Festival en Casa' to celebrate Hispanic culture, community and entertainment," said Magnus Jonsson, Vice President of Cleaning at The Clorox Brand. "As a leader in public health we are dedicated to creating a cleaner and safer future where we all can thrive, so we are especially proud to sponsor 'Healthy Families are Happy Families,' a discussion around emotional and physical wellbeing during these uncertain times."

As Meredith Corporation's largest consumer-facing virtual experience, Festival People en Español will honor history and culture through live content and remarkable experiences curated by our editors.

The final event programming and talent lineup will be announced in the coming weeks. Performers will include **Adrian Vadim, Lenier, Ingrid Contreras, Gian Marco, Driz mali Lyanno, and Aymee Nuviola**. Join the conversation @peopleenespanol.

This is a free event. To join us at Festival, please quickly register by clicking [here](#).

ABOUT PEOPLE EN ESPAÑOL

PEOPLE EN ESPAÑOL was launched in 1996 as a special issue and today has become the top-selling Hispanic magazine in the United States. Published nine times a year, PEOPLE EN ESPAÑOL reaches an audience of 7 million every month with its editorial mix of Hispanic and popular entertainment, fashion and beauty trends and compelling human interest stories. PEOPLE EN ESPAÑOL delivers original editorial content that captures the values, contributions and impact of today's Hispanics in the United States. The brand's social media footprint includes 1.4 million followers on Twitter, over 4.2 million "Likes" on Facebook and 3 million followers on Instagram. For daily news, photos, exclusive behind-the-scenes video and celebrity scoops, visit www.peopleenespanol.com and follow PEOPLE EN ESPAÑOL on Twitter at @peopleenespanol. Related link: <http://www.peopleenespanol.com>

ABOUT THE CLOROX BRAND

The Clorox Brand (NYSE: CLX) is a leading multinational manufacturer and marketer of consumer and professional products with about 8,800 employees worldwide and fiscal year 2020 sales of \$6.7 billion. Clorox markets some of the most trusted and recognized consumer brand names, including its namesake bleach and cleaning products; Pine-Sol® cleaners; Liquid-Plumr® clog removers; Poett® home care products; Fresh Step® cat litter; Glad® bags and wraps; Kingsford® charcoal; Hidden Valley® dressings and sauces; Brita® water-filtration products; Burt's Bees® natural personal care products; and RenewLife®, Rainbow Light®, Natural Vitality Calm™, NeoCell® and Stop Aging Now® vitamins, minerals and supplements. The company also markets industry-leading products and technologies for professional customers, including those sold under the CloroxPro™ and Clorox Healthcare® brand names. More than 80% of the company's sales are generated from brands that hold the No. 1 or No. 2 market share positions in their categories.

The Clorox Brand is a signatory of the United Nations Global Compact and the Ellen MacArthur Foundation's New Plastics Economy Global Commitment. The company has been broadly recognized for its corporate responsibility efforts, named to the 2020 Axios Harris Poll 100 reputation rankings, Barron's 2020 100 Most Sustainable Companies list, and the Human Rights Campaign's 2020 Corporate Equality Index, among others. In support of its communities, The Clorox Company and its foundations contributed more than \$25 million in combined cash grants, product donations and cause marketing in fiscal year 2020. For more information, visit TheCloroxCompany.com, including the Good Growth blog, and follow the company on Twitter at @CloroxCo.

ABOUT FACEBOOK WATCH'S RED TABLE TALK: THE ESTEFANS

Red Table Talk: The Estefans, premiering on Facebook Watch this October, features music icon and Grammy winner **Gloria Estefan**, her daughter and rising musician **Emily Estefan** and her niece and Daytime Emmy Award-winning **Lili Estefan** – three generations of women coming together for a new series of candid conversations with family, celebrity friends and more. No topic is off-limits as the women bring their own opinions and life experiences to the iconic table and to their communities.

Red Table Talk: The Estefans is produced by Westbrook Studios, with Jada Pinkett Smith, Gloria Estefan, Ellen Rakieta & Miguel Melendez serving as executive producers.

ABOUT NETFLIX

Netflix is the world's leading streaming entertainment service with 193 million paid memberships in over 190 countries enjoying TV series, documentaries and feature films across a wide variety of genres and languages. Members can watch as much as they want, anytime, anywhere, on any internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.

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