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Enrique Iglesias, Juan Gabriel & La Santa Cecilia to Headline Universal Music Latin Entertainment Festival

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This week, UMLE announced it will launch L Festival - Feria Cultural Latinoamericana on Oct. 24 and 25 at the OC Fair & Event Center.

The L Festival will celebrate "the best of Latin America's art, cuisine and music" and will also feature La Arrolladora Banda el Limon and Julion Alvarez, who have also been announced as the first set of performers to headline the four main stages at the event.

The two-day, family-friendly event will be 25 acts representing 10 countries, across multiple genres from Pop, Regional Mexican, Urban, Tropical and EDM and will also include Juan Magan, Zion y Lennox and Far East Movement.

"We've crafted two wonderful days filled with great music, art, food and the rich offerings from our culture that we will be proud to share with our families and friends," said Gustavo Lopez, UMLE's executive vice president and general manager in an official statement.

Lopez, who spearheaded the event, is also a father of four. He recognized the need to create a family-fun music and cultural festival that would be a safe and "rich cultural experience."

The array of musical acts will be complemented by some delicious cuisine from over 30 Latin restaurants and an art exhibit with 30-40 artists showcasing their work, according to [Billboard](#).

"The Hispanic community represents an important share of music consumption and more of the live concert business," said Jesús López, chairman of Universal Music Latin America & Iberian

Peninsula.

"Universal Music Latin Entertainment as the leading company in Latin music will once again make history by expanding its entertainment business to offer the Hispanic family a one-of-a-kind entertainment experience. ... Music, art, and gastronomy are part of a lifestyle and the Hispanic family will take center stage of the L Festival - Feria Cultural Latinoamericana."

UMLE teamed up with concert leader CMN Events and sponsors Bud Light, Pepsi and Verizon, marking the event as "the first time that two 100 percent Latin music entertainment companies have created an event on this scale. It also marks the first time in OC Fair and Event Center history that an all-Latino community event is showcased."

Tickets go on sale Wednesday, July 15, at [lfestival.com](http://lfestival.com). Two-day access passes will be available, starting at \$99, plus unique VIP upgrade is also available. Children under 6 are free, and children 7-10 are half price.

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