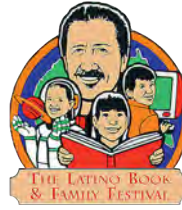


EMPOWERING COMMUNITIES

THE NORTH COUNTY SAN DIEGO LATINO BOOK & FAMILY FESTIVAL



This year the festival program was held virtually on Saturdays starting August 7 to November 6, 2021. The programming was viewed via Zoom, Facebook Live, on Youtube and at our website www.LBFF.us.

69TH FESTIVAL 2ND VIRTUAL BOOK FESTIVAL Since 1997.

In 2021, the festival was fully virtual event with a programming combination of 20 hours live and over 10 hours pre-recorded. The event featured **68 unique presenters in 34 sessions** including 14 author sessions, 6 educational sessions, 6 interviews with national & local leaders, 4 health sessions with 5 health institutions, and 3 cultural presentations.

The program received more than 40,940 viewers, 6,220 engagement/reactions, & reached over 239,161 people online including viewers from out of the country. At a minimum 251 individuals were directly impacted by the program.



UPCOMING SESSIONS

WED, NOVEMBER 17, 2021, 11AM
DOLORES HUERTA

** Dolores Huerta Community Leader, & Civil Rights Activist*

SAT, NOVEMBER 20, 2021, 11AM
Dr. Antonio Flores, HACU

** Dr. Antonio Flores CEO of Hispanic Association of Colleges and Universities (HACU)*

WED, NOVEMBER 3, 2021, 11AM
STORYTELLING TRADITION

** My Point Credit Union
* Indigenous representation, Storytelling traditions, Catherine Chirco-Wallace*

SAT, NOVEMBER 6, 2021, 11:30AM
CONGRESSMAN MIKE LEVIN

** Congressman Mike Levin*

SAT, NOVEMBER 6, 2021, 11:45 AM
BALLET FOLKLORE

** Ballet Instituto Terra Latina
* Jose Jimenes, Ballet Folklórico, Tierra Caliente Academy of Arts*

WED, NOVEMBER 8, 2021, 11AM

** Ruth Barba, AWAJ, Lentes from Cuba
* Jorge Duarte, AWAJ, Disciplina con dignidad para el día a día*

THUR, NOVEMBER 4, 2021

** Conversation with County Supervisor Jim Desmond
* Juan Velasco, Empowering Latino Futures*

FRI, NOVEMBER 5, 2021

** Conversation with County Supervisor Terra Lawson Remner*

RECENT VIRTUAL SESSIONS

WED, AUGUST 25, 2021
ESPAÑOL

** Juan Felipe Herrera: Poeta, artista y dirigente, escritor, maestro, y activista
* COVID-19 Vaccination & Prevention*

SAT, AUGUST 28, 2021, 11AM

** AARP CA, Programs and services
* BlueShield CA, programs and services
* Neighborhood Health*

WED, SEPTEMBER 1, 2021, 11AM

** HEALTH Session - Vista Community Clinic*

THUR, OCTOBER 28, 2021, 5PM

** Debra Castañeda
* Diana Micozzi
* Gloria Arjona
* Ana Crespo*

THUR, OCTOBER 28, 2021, 5PM
ENERGY CONSERVATION

** Martha Quintana, SDGE*

WED, OCTOBER 20, 2021, 11AM

** Anne Williams
* Sandra (Sandy) Rodriguez
* Susannah Rodriguez Drissi
* Dr. Ma. Alma C. Pérez
* Cecilia Aragón*

WED, OCTOBER 6, 11AM - LIVE
AUTHOR SESSION

** Alma Luzzi
* Javier Vasquez
* Andrea Ustanzuy
* Susan Kravitzinsky*

WED, OCTOBER 6, 10PM - LIVE
SAN DIEGO PUBLIC LIBRARIES

** All Library Services are FREE!*

WED, OCTOBER 6, 3PM - LIVE
AUTHOR SESSION

** Philip Rivera*

OBJECTIVE

To provide a family friendly setting to learn, be exposed to opportunities, and be entertained.

NEED

Lack of key education, health, financial, civic engagement & other info available.



AUDIENCE

Families, students, educators and community leaders.

HISTORY

The festival began in 1997, and to date 69 festivals have been held in 8 markets around the U.S., including Chicago, Dallas, Houston, Los Angeles, New York, Phoenix, San Bernardino & San Diego.



2022 VISION

This event is expected to be virtual with hopes of physical event at MiraCosta College in Oceanside in October-September. Goals are over 3,000 attendees, 100 booths, 20+ workshops and 3 great keynoters. Also, over 10,000 viewers online as well as reaching over 200,000 devices online.



www.LBFF.us

WED, AUGUST 25, 2021
ESPAÑOL

** Welcome to the 69th Latino Book & Family Festival
* About the event*

SATURDAY, AUGUST 7, 2021

** Benefits in enrolling children in early childhood education programs
* College education, ways to get ahead, & resources available
* Embracing bilingualism as the path to a stronger, healthier nation*

WED, AUGUST 18, 2021

** How you ever consider a career as a librarian?*