



2017 Multicultural Fest

October 29th, 2017

Event Recap

ReDefiners World Languages, designed and hosted the 2nd Annual Multicultural Fest, Opening Hearts and Minds to Celebrate Culture.

The event featured several enriching performers, vendors and and community organizations.

The event kick-off was on Sunday, October 29th, 2017 at 1:00 PM and it was led ReDefiners Executive Director, Chantelle Daniels. Families enjoyed interactive storytelling, vocal and belly dancing performances, robotics workshops by Young Engineers of Tampa and lively music from local DJ.

Snapshot:

Number of Registered Vendors/Exhibitors	28
Number of Attendees	250 (Approx)
Location	Rialto Theater 1617 N Franklin St, Tampa, FL 33602

Exhibitors:

1. Scentsy
2. Lula Roe
3. Norma's Usborne Books & More
4. Paparazzi- Yana's Razzle Dazzle Shop
5. Children's Board of Hillsborough
6. LipSense
7. Champions for Children
8. Jewels by Puja LLC
9. T & D Aloha Shave Ice
10. Life Link Foundation
11. Service Source
12. Say It With Scent
13. Tupperware
14. Reflections Photography, LLC
15. Glamour Girl Bowtique
16. Organo (Mochalicious Cafe)
17. Young Engineers Tampa

18. Yonique Beauty by Katie Slevin
19. Mary Kay
20. LivAfrica
21. 5 Mins Of Fame Photo Booth
22. No Mom Left Behind
23. Prosperity Carter- Author/Speaker
24. Maxwell's Mark
25. Beaut&Beast LLC
26. Sam's Club
27. Barefoot Books
28. Chase Zen

Workshops:

- Robotics Workshop- Making Fidget Spinners out of legos: Young Engineers of Tampa
- Belly Dancing Lesson: Oriana

ReDefiners World Languages Inc.

501 (c) (3) Tax Exempt Organization

Language Learning ReDefined...for a Brighter Future!

[After-School]

[Saturday]

[Summer Camps]

Web: www.redefinerswl.org

Email: info@redefinerswl.org

Phone: 813-530-2313



Performers:

- DJ Tony Green
- Chase Zen: Asian Cartoon Characters
- Natasha Samreny: Interactive Storytelling
- Natasha McKeller: Vocal Performance
- J. Oriana Brooks: Belly Dancing Performance

Attendance:

Approximately 250

Advertising

- 45 Community Event Calendars
- Paid Facebook Boosted Advertising
- 18 Unique Engagements via social media tagging
- 872 Views/24 Clicks Google Ad (grant funded)
- 52 Large Poster Flyers posted at Local Coffee Shops, businesses and Libraries
- 50 Yard Signs Posted around Tampa
- Digital Flyer and Paper Flyers shared with Families at USF Preschool for Creative learning, Excelsior Prep Charter School and Turner/Bartels K-8 School (via social media)

Planning Committee

Chantelle Daniels, M.Ed -

- Executive Director, ReDefiners World Languages

Christy Williams-

- President of the Board of Directors, ReDefiners World Languages

Andrea Lypka-

- Vice President of the Board of Directors, ReDefiners World Languages

Dr. Elizabeth Hordge Freeman, Ph.D

- Assistant Professor of Sociology, University of South Florida

Fatima Raafat-

- Secretary of the Board of Directors, ReDefiners World Languages

Sponsors

- Children's Board of Hillsborough County
- T & D Ice

Event Video Highlight

<https://youtu.be/-PO0f8ul2UI> ([view additional photos here](#))

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