



For Immediate Release

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Subject: Cinco de Mayo Greeley Parade 2018 – Grand Marshal

Greeley, CO –Greeley legend and recently passed Ricardo Salazar will be the Grand Marshal of the 33rd Cinco de Mayo Greeley Parade on May 5, 2018. As Grand Marshal, Mr. Salazar's family will lead this year's parade through the one-mile parade route in central Greeley.

The Cinco de Mayo Greeley Parade Grand Marshal honors an individual or group whose vision aligns with the Northern Colorado Latino Foundation and Cinco de Mayo Greeley commitment to the community. During his career, Salazar's impact on the community was immeasurable and his contributions to the Latino's and desire to grow communications industry in Colorado have made him a true champion of the community, aligning with this year's Parade theme.

"The Cinco de Mayo Greeley Parade is a Northern Colorado tradition and we are excited to have my husband Ricardo's memory honored as this year's Grand Marshal. In 1997, Ricardo's dream came true when he founded Greeley Broadcasting Corp, which sprouted the multiple Tigre radio stations." Belinda Salazar, wife said. ***"Northern Colorado is a special community and since we first moved here over 20 years ago, the people have welcomed us with open arms. My family is proud to call it our home and give back in any way we can."***

Ricardo started his long career in the radio industry as a DJ in Mexico at the age of 16. After receiving his Bachelor's degree in Communications from Mexico City he began working for local radio stations. On May 2, 1972, Ricardo married his love, Belinda Castro. They came to the United States in 1978, settling in Tucson, Ariz. They then moved to Los Angeles where Ricardo expanded his skills by working as a radio station consultant. In 1997, Ricardo's dream came true when he founded Greeley Broadcasting Corp, which sprouted the multiple Tigre radio stations. The Salazar family moved to Greeley in 1998 in support of the new venture. It is with great sadness that the family of Ricardo Salazar announces his passing at age 67, on April 10, 2018.

"Ricardo Salazar has been a first-class ambassador for Latino's and diversity throughout his career, both on and off the radio. He is the perfect choice to be Grand Marshal posthumously. for this year's parade as he represented the values of the Cinco de Mayo Greeley organization." said Lisa Jameson-Shea, Event Director of Cinco de Mayo Greeley and Interim Executive Director of Northern Colorado Latino Foundation.

Every year, a combination of more than 300 men, women, children, floats, balloons and animals participate in the Cinco de Mayo Greeley Parade. Northern Colorado Latino Foundation once again invites and encourages groups to submit an application by May 2nd, to be a part of the 33rd Annual Cinco de Mayo Greeley Parade.

Beginning at 10:00 a.m. on Saturday, May 5, 2018, the Cinco de Mayo Greeley Parade will showcase a pageantry of brilliantly colored floats, giant balloons, charitable groups, local celebrities and marching bands that will make their way down the one-mile route through central Greeley via 14th Avenue.

For more information about the event, and the application process, please visit www.cinodemayogreeley.com

ABOUT CINCO DE MAYO GREELEY

Saturday, May 5th the parade begins at 14th Avenue and 8th Street and continues the route to Island Grove Park Event Center starting at 10:00 a.m. The event center will be open with food, vendors, entertainment, children's activities and boxing and much more starting at 10:00 a.m. The car show begins at 11:00 a.m. and the full events end at 7:00 p.m.

Major festival sponsors: Credit Union of Colorado, Tigre 102.1FM, and Coloradoans for Responsible Energy Development, Joe Molina Gallery, Xfinity and City of Greeley.

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