

CHICAGO, Sept. 17, 2013 /PRNewswire/ -- Hoy, the leading Hispanic newspaper in Chicago, and Lincoln Park Zoo are teaming up to host Fiesta Familiar 2013 - the largest, free Hispanic family event of its kind in the Midwest. The event is open to the public and will take place on Saturday, September 28

from

10 a.m.

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5 p.m.

at Lincoln Park Zoo, 2001 N. Clark St.

Fiesta Familiar, coinciding with Hispanic Heritage month, will bring a variety of family activities to the great outdoors, featuring interactive pavilions and hands-on educational projects in the fields of art, health, gardening, science, technology and music. Several community organizations will be on-site, including the National Museum of Mexican Art, Chicago Public Library, Scientist for Tomorrow, Boy Scouts of America, American Tennis Association, Mujeres Latinas en Accion, FMEL, Logan Square Neighborhood Association and many more.

"We are thrilled to be celebrating our 10th year as the #1 Spanish language media outlet in the city and look forward to bringing this unique event to our community," said

John Trainor

, General Manager of Hoy.

For more information, visit fiestafamiliar.com

About Hoy: Hoy is part of Tribune Media Group, publishing two of the leading Spanish-language newspapers in Chicago and Los Angeles. Hoy and Fin de Semana have a combined weekly distribution of nearly 2 million copies nationally. Hoy boasts the only Spanish-language daily newspaper in Chicago

and the Los Angeles Fin de Semana product is the largest home-delivered Spanish-language newspaper in the nation. Hoy has a diversified portfolio that includes online, mobile, out-of-home and digital signage solutions. Hoy is committed to engaging Latino audiences through a strong community presence. Its culturally-relevant content provides advertisers with

Play. Learn. Discover. Hoy Presents Fiesta Familiar 2013

Written by Australian Business

an effective and trustworthy way to reach Hispanic communities in these two key markets. For more information about Hoy visit

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