

FOR IMMEDIATE RELEASE

Somos Boricuas Festival Brings Major Puerto Rican Cultural Celebration to Worcester

Free August 16 festival at Worcester Common will celebrate Boricua/Puerto Rican history, culture, artists, music, local businesses, family and community

WORCESTER, MA — August 10, 2026 — Worcester will host the inaugural Somos Boricuas Festival on Sunday, August 16, 2026, from 12:00 PM to 8:00 PM at Worcester Common.

Presented by LABO, Juntos We Are America, and Casa Borikén of Worcester, the festival is FREE and open to the public, bringing together Puerto Rican culture, history, music, food, art, entrepreneurship and community.

Somos Boricuas Festival was created to be more than a music festival. Attendees will experience an educational and cultural journey beginning with the Indigenous Taíno roots of Borikén and continuing through the traditions and musical influences that have shaped Puerto Rico.

The cultural experience will include a Taíno Areíto with the Higuayaqua Taíno Tribe, Flamenco by Flamenco Worcester, Bomba with Bombazo Boricua and Jorge Arce, Música Jíbara, Salsa, Freestyle, Breakdance, Reggaetón, and contemporary Puerto Rican music.

Featured performers and cultural participants include Sharina y Su Conjunto Guajiba, Sebastian Medina, Chrissy I-Eece, John Rodriguez/Jose Castillo Pleneros, Ritmo Academy, Raices Latin Dance Studio, Movimiento Puertorriqueño, B-Boy Crew, and other local artists and performers. The evening will culminate with a featured performance by Tito Puente Jr.

The work of talented local artists, Elis Ortiz, and the Rentas Family will also be showcased throughout Worcester Common through cultural displays, exhibits, installations and other creative elements developed for the Somos Boricuas Festival.

"Somos Boricuas Festival is about celebrating our culture, but it is also about creating opportunities for our community," said Elizabeth Cruz, President of the Latin American Business Organization (LABO). "We want our micro/small businesses, vendors, entrepreneurs and artists to have a platform where they can be seen, supported and connected to new customers and opportunities."

For Maritza Cruz, Founder/President of Casa Borikén of Worcester, the festival carries important historical significance. "It has been more than 40 years since the city of Worcester has experienced a major Puerto Rican cultural festival of this kind. This is about honoring those who came before us and making sure our children and

grandchildren learn about all the impactful contributions made by Puerto Ricans throughout the 128 years of history between Puerto Ricans and the USA."

Somos Boricuas Festival will also feature local food vendors, micro/small businesses, artisans and community organizations, along with family activities through La Placita de los Niños / Children's Little Plaza and FREE back-to-school haircuts for kids.

Puerto Rico's 78 municipalities will be represented through municipality flags displayed as part of the festival experience.

Helping Puerto Rico

In addition to celebrating Puerto Rico, Somos Boricuas Festival will provide an opportunity to help people on the island.

Kind Hearts of Southbridge is partnering with LABO and Casa Borikén of Worcester to collect cases of bottled water, water filters and monetary donations. Donations will be accepted at Worcester Common on August 16 from 12:00 PM to 5:00 PM.

For those unable to donate during the festival, water and water-filter donations will continue to be accepted after the event at the LABO office, 33 Highland Street, Worcester, MA. 508-373-2042. Additional information on monetary donations and ongoing relief efforts will also be available at the festival and through LABO.

Community Support

Somos Boricuas Festival is made possible through the support of sponsors, community partners, committee members, local artists and volunteers.

Sponsors and partners include the City of Worcester, Worcester Red Sox (WooSox), Worcester State University (WSU), Gala Foods, UniBank, Webster Five, Tu Moda, Hector Pineiro Law Office, Quinsigamond Community College, Fidelity Bank, Polar Beverages, YMCA, YWCA Central Massachusetts, and other businesses and organizations.

Juntos We Are America

Juntos We Are America is LABO's cultural and community engagement arm, created to celebrate and elevate the diverse Latino cultures, businesses, artists and communities throughout Worcester and Central Massachusetts.

LABO, in partnership with Casa Borikén Worcester, is committed to making Somos Boricuas Festival an annual celebration of Puerto Rican culture and community. Through Juntos We Are America, LABO will also highlight a different Latin American country each year, beginning with El Salvador in 2027.

Casa Borikén of Worcester, MA

Casa Borikén of Worcester, established in 2017 by Maritza Cruz, is a community-based cultural organization committed to the preservation of Borikua/Puerto Rican history, culture, and heritage in the diaspora through educational programs and events for the public at large, and the self-definition and self-determination of the Puerto Rican people.

SOMOS BORICUAS FESTIVAL

Sunday, August 16, 2026
12:00 PM – 8:00 PM

Worcester Common, Worcester, MA
FREE and open to the public

For festival information, volunteer registration, donations and sponsorship opportunities,
visit
www.somosboricuas.org

MEDIA CONTACT

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