



2018 Fiesta Especial® Celebration Day Program Fact Sheet

WHAT:

One of San Antonio's few official Fiesta® events specifically targeting individuals with disabilities, Fiesta Especial® Celebration Day brings an educational component, opportunity for inclusion, and increased diversity and awareness into the fun of Fiesta® for a community-based learning experience. This program impacts the lives and hearts of over 2,000 children and adults with disabilities, teachers, providers, families and volunteers. Fiesta Especial® Celebration Day is also an official Tricentennial Event. #300SA

DATE/TIME:

Tuesday, April 24th, 2018
10:00am – 3:00pm

LOCATION:

Alamo Dome, Parking Lot C
100 Montana
San Antonio, Texas

AUDIENCE:

Fiesta Especial® attracts over 1,200 special education students with 700 educators, parents and chaperones along with 500 adults with various disabilities along with over 100 of their program staff, attendees and family members. Fiesta Especial® utilizes 200 community volunteers who work to make the program a success.

MEDIA EXPOSURE:

The Fiesta Especial® program works with KABB, in The San Antonio Express News, Texas Public Radio, and other media outlets. Fiesta Especial® Celebration Day is promoted to all schools with special education programs, in the Fiesta® San Antonio Magazine (50,000 issues), Exceptional Kids Magazines (20,000 issues), with promotional cards (5,000) and more.

SPONSORSHIP OPPORTUNITIES:

Multiple levels of sponsorship are available, and each opportunity includes customization to meet diverse marketing needs. For more information, please contact Melanie Cawthon at disABILITYsa.

ABOUT DISABILITYSA:

The mission of disABILITYsa is to educate, advance, and engage individuals with disabilities by sharing information, creating opportunities, and strengthening organizations that serve them. disABILITYsa connects people with all types of disabilities and their families to information about local resources, programs and opportunities that promote independence and inclusion where they live, work and play.

CONTACT:

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