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COMMEMORATING 50 YEARS OF CULTURAL VIBRANCY: "ROOTS AURORA" BLOCK PARTY HOSTED BY FAMILY FOCUS

AURORA, IL (August 21, 2023) - The vibrant city of Aurora is set to come alive on September 1st as Family Focus proudly presents "Roots Aurora," a free community block party celebrating the rich tapestry of cultures that make up our diverse community. The event will take place from 5:00 pm to 8:00 pm at the Water Street Mall in Downtown Aurora.

Roots Aurora is not just an entertainment showcase; it is a cultural program that reflects the multicultural essence of Aurora. As an inclusive event, it welcomes community organizations, local businesses, and area boards to share their services and information, fostering collaboration and connection among residents of all backgrounds.

"Roots Aurora truly shines as a dynamic showcase of cultural diversity. I'm always excited to recommend it to all as a summer event MUST!", said Dr. John Struck, Family Focus board member. "This block party is an opportunity for families and children to come together, celebrate diversity, and build social capital while enjoying an evening of entertainment and community engagement."

The program boasts a diverse lineup of entertainment, featuring local artisans, musicians, and businesses. Attendees will have the chance to immerse themselves in an array of enriching activities, performances, and exhibits, highlighting the many talents and offerings within the Aurora community.

Partnering with the city's renowned "First Fridays" event, "Roots Aurora" promises a memorable experience for all. Residents and visitors can enjoy not only the festivities of the block party but also explore the thriving local businesses and restaurants surrounding the Water Street Mall.

Family Focus, the driving force behind "Roots Aurora," is a dedicated organization invested in empowering families and their children in Chicago and NE Illinois. Grounded in principles of anti-racism and social justice, Family Focus offers high-quality innovative programs and services to foster upward economic mobility and maximize the potential of families and children.

"I am immensely proud of the collective efforts poured into organizing the 'Roots Aurora' event over the years. This celebration is a testament to our journey, embracing where we come from, and cherishing our beloved traditions," says Aurora Alderwoman, Juany Garza "At 'Roots Aurora,' we invite everyone to come together, celebrate our differences, and support each other on our collective journey towards a brighter future."

Event Details:

Date: September 1st

Time: 5:00 pm to 8:00 pm

Location: Water Street Mall, Downtown Aurora, IL

Entertainment Lineup:

Aurora Ballet Folkoric, Simple Destinee, Chelenos and Fox Valley Park District Dance Group.

Roots Aurora is a testament to the power of unity, diversity, and community spirit. To schedule an exclusive interview with community officials, event organizers, or to register for press credentials, please email Heidi Pearson at Heidi.Pearson@family-focus.org. We look forward to making lasting connections!

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