

Sigma Lambda Upsilon/Señoritas Latinas Unidas Sorority, Inc.
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FOR IMMEDIATE RELEASE

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SEÑORITAS PARTICIPATE IN DOMINICAN DAY PARADE

New York, NY – The Hermanas of Sigma Lambda Upsilon/Señoritas Latinas Unidas Sorority, Inc. are preparing for the Dominican Day Parade taking place Sunday, August 9.

The Dominican Day Parade has been a staple of Latino culture and pride in New York City since its inception in 1982. It began with small festivals in Washington Heights and is now one of the largest parades in New York City. The parade starts at 11 AM and will extend along 6th Avenue from 36th street to 56th street.

This year, thousands will join the thirty-plus Señoritas as they celebrate Dominican heritage and continue to fulfill the Sorority's goal of cultural enrichment. Hermanas will march with pride displaying Dominican flags and strolling to merengue and bachata, as they interact with community members and other organizations to spread awareness of Dominican culture.

Whether Hermanas are Dominican, Puerto Rican, Cuban, African-American, Indian, or a member of any of the other many ethnicities and nationalities that make up our Hermandad, on this day they will be “Señoritas, Hasta La Muerte” and “Dominicana, Hasta La Tambora!”

Sigma Lambda Upsilon/Señoritas Latinas Unidas Sorority, Inc. was founded on December 1, 1987, at Binghamton University as an organization that would provide sisterhood and support while also promoting academic achievement, service to the community, and cultural enrichment. Today, the sorority's purpose remains to unite women committed to seeking the political and social advancement of underrepresented populations.

For more information, please contact Carol Olate at (347) 668-8884 or visit www.sigmalambdaupsilon.org.

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