



Cinco de Mayo con Orgullo Event Facts:

- Will be held Saturday, May 5th, 2012 from 10:30 am to 2:30 pm
- Located at Ashland Community Center, a culturally rich neighborhood in unincorporated Alameda County
- The event draws over 600 people
- Includes live music, dancing, arts and crafts, a health resource fair, youth expo and Mexican food
- This year's event will start with a Parade at 10:30 am to celebrate our 10th Anniversary

Ashland Demographic Snapshot (Census 2010)

Ethnicity/Race: 43% Hispanic/Latino
 18% Asian
 18% Black
 16% White

Median Household Income: \$48,366/year

Gender: 51% Female/49% Male

Ages: 30.6% are 19 years and under
 32.8% are 20 to 39 years of age
 28.9% are 40 to 64 years of age
 7.7% are over 65 years of age