



HUSTLE FOR THE CAUSE
SOCIAL IMPACT FIRM

PRESS RELEASE: "CHINGONA FEST ATX-EMPOWERING WOMEN OF COLOR"

Austin, TX – **Hustle for the Cause**, a social impact brand and event production firm based out of Austin, Texas, is launching **Chingona Fest ATX** on Saturday, April 7, 2018 at 3:30pm. The Festival will be held at Hops & Grain Brewing.

The Mission of Chingona Fest ATX is to **empower women of color** through music, art, and food. All vendors will be women of color, and all musicians will be led by women of color. The Headliner for the festival is Austin's very own, **Bidi Bidi Banda**. Other musical acts include Cecilia and The Broken Hearts; Mariachi Las Coronelas; and Chulita Vinyl Club. **A portion of the festival proceeds will be donated to Latinitas and Con Mi MADRE**, two nonprofits dedicated to the educational advancement of young women in the Austin community.

Hops & Grain Brewing is partnering with Hustle for the Cause and Community Partner, Jose Velasquez, to launch **Chingona Beer** at the festival. The Beer Can was designed by Claudia G. Aparicio Gamundi. This is the first beer of its kind, and **a portion of every Chingona Beer sale will be donated to Latinitas and Con Mi MADRE**.

Hustle for the Cause is owned and operated by recently engaged couple, Krista Cottingim and Denise Hernandez, both LGBTQ Women of Color. Passionate about social change and community outreach, the couple launched Hustle for the Cause to create products and experiences that represent and empower underserved communities. Every product and event developed by Hustle for the Cause is connected to a philanthropic initiative.

"It's hard to find social innovation spaces and support for LGBTQ women of color. In fact, less than 10% of all venture capital deals go to women, people of color, and LGBTQ founders. There's a diversity issue in the social innovation community, and we're here to change that. Our vision is to create social impact products and experiences that empower underrepresented individuals. We're passionate about social change, so we hustle for the cause," said Co-Founder, Denise Hernandez.

EVENT DETAILS:

Date and Time: Saturday, April 7, 2018 - Gates Open at 3:30pm

Location: Hops & Grain Brewing, 507 Calles Street #101, Austin, Texas 78702

Tickets: General Admission \$20. **Tickets available at ChingonaFestATX.Eventbrite.com**

SCHEDULE OF EVENTS (SUBJECT TO CHANGE):

3:30pm Gates Open for General Admission - DJ Set By Chulita Vinyl Club

4:30pm Music Performance by Mariachi Las Coronelas

6:15pm Music Performance by Cecilia and the Broken Hearts

8:15pm Headliner Performance by Bidi Bidi Banda

More Details about the festival can be found at www.HustleForTheCause.Com/ChingonaFestATX



@Hustle4TheCause



@HustleForTheCause



@HustleForTheCause

About Hustle for the Cause

Hustle for the Cause is a social impact brand and event production firm out of Austin, Texas. **Owned by LGBTQ Women of Color**, Hustle for the Cause is dedicated to creating products and experiences that empower underrepresented communities.

Every Hustle for the Cause event is connected to a social impact initiative. We're passionate about social change, so we hustle for the cause!

Learn More at
www.HustleForTheCause.com

The Mission

The Mission of Chingona Fest ATX is to celebrate and empower women of color.

Chingona Fest ATX was created to unite fellow chingonas through music, food, and art, while supporting the advancement of young women of color. **A percentage of the festival proceeds will be donated to Latinitas and Con Mi MADRE, two nonprofits dedicated to the educational advancement of young women.**

<http://www.conmimadre.org/>
<http://laslatinatas.com/>

About The Festival

April 7, 2018
Hops & Grain Brewing
3:30pm-10:00pm
\$20 General Admission

All vendors will be women of color.
Vendor Market curated by Las Ofrendas.

All musicians will be led by women of color

Grand Release of **Chingona Beer** by Hops & Grain Brewing. Beer Can designed by Claudia G. Aparicio Gamundi, a LGBTQ woman of color.

Confirmed Musicians and DJ

- **Bidi Bidi Banda**
<http://bidibidibanda.com>
- **Cecilia and the Broken Hearts**
www.facebook.com/CeciliaAndTheBrokenHearts
- **Mariachi Las Coronelas**
www.facebook.com/lascoronelas
- **Chulita Vinyl Club**
www.facebook.com/chulitavinyclub

GRAND REALEASE OF CHINGONA BEER!

In partnership with Hustle for the Cause and Festival Co-Director, Jose Velasquez, Hops & Grain Brewing is launching Chingona Beer at Chingona Fest ATX

HOPS & GRAIN
BREWING IS DONATING A
PERCENTAGE OF
CHINGONA BEER SALES
TO CON MI MADRE AND
LATINITAS

WWW.HOPSANDGRAIN.COM

HASHTAGS

#HustleForTheCause
#MakeAustinChingona
#ChingonaFestATX
#ChingonaFestATX2018
#ChingonaBeer



CHINGONA FEST ATX 2018

APRIL 7, 2018



**April 7th is National Beer
Day! Celebrate National
Beer Day at Chingona
Fest ATX drinking
Chingona Beer!**



CONTACT US:

CHINGONAFESTATX@GMAIL.COM
WWW.HUSTLEFORTHECAUSE.COM

INSTAGRAM:

@HUSTLEFORTHECAUSE

FACEBOOK:

@HUSTLEFORTHECAUSE