

Canada's Latin Sparks Festival commemorates its community's struggle and perseverance this Latin American Heritage Month

September 30, 2021

In honour of Latin American Heritage Month, a Canadian-made Docuseries titled '[La Lucha](#)' has premiered; illustrating the struggle and perseverance of Toronto-based Latin American artists and small businesses.

Lucha (pronounced loo'cha) is Spanish for fight; perseverance; struggle; resistance; often associated with a cause.

The Docuseries tells the stories of how Toronto-based Latin American artists and small businesses cope with pandemic challenges. The virtual production illustrates how devastating and life-changing the past 18 months have been for Latinos in the arts & culture sector - musicians, dancers, artists, staff, and businesses alike. Furthermore, the series speaks to the deeper meaning of La Lucha (the struggle) and how it is inherently rooted in Latin America's history and identity of its people.

"The arts are so deeply ingrained in Latin American culture, community, and lifestyle", says Carl Karamaoun, Executive Director. "Since March 2020, our artists and small businesses have been devastated, striving to protect what is most dear to them - their passions, their dreams, and afterall, their livelihoods."

The team behind the virtual production of La Lucha is the Latin Sparks Festival - among Canada's largest celebrations of Latin American music, dance, food, and culture.

More Information

Watch Trailer: <https://youtu.be/e9mjf6IFdT0>

Watch Docuseries: www.latinsparks.ca/lalucha#watch

Website: www.latinsparks.ca/lalucha

Facebook: [Latin Sparks Festival](#)

Instagram: [@latinsparksfestival](#)

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