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Bellco Credit Union Supports Latino Arts and Culture at Museo de las Americas

DENVER - March 22, 2018 - It has been four months since Bellco Credit Union became an official Cultural Sponsor for Cultural First Fridays at Museo de las Americas. The impact of our Cultural First Fridays' attendance has increased by an astounding 1,500 visitors from our previous year.

A huge congratulations to [Bellco Credit Union](#) for their 2018 Business for the Arts Award from the [Colorado Business Committee for the Arts \(CBCA\)](#)! This award highlights the exemplary organizations that have gone above and beyond to support the arts and creative industries.

"We believe that the arts contribute greatly to the strength of the communities we are in," says Doug Ferraro, President and CEO, Bellco Credit Union.

Our Cultural First Fridays are one of our signature events that coincide with the [Art District on Santa Fe's](#) First Friday Art Walks. At Museo we provide FREE admission from 5 - 9 pm for patrons to come enjoy a unique flair of Latinidad in Denver. The sponsorship we have received from Bellco Credit Union helps build stronger connections between Latino families and audiences wanting to enjoy a culture outside their own.



April 6th from 5 - 9 pm Enjoy FREE Zouk dance lessons by the Neurozouk!

Cultural First Friday (CFF) Highlights

- For our 2017 Día de los Muertos (CFF), we took it back to the roots with a modern twist of celebration. Grupo Tlaloc Danza Azteca turned Museo into a sacred place with traditional songs, dance, and prayer of the Aztecs. While kids got to enjoy face-painting, skull-decorating, pan de muerto, and an ofrenda.
- In the Land of the Verse (CFF) we brought in Denver's fiercest poets that have proven to have tough grit. Poets Franklin Cruz, Assetou Xango, Meta Sarmiento, and Toluwanimi Obiwole were featured.
- The Butterfly Odyssey - La Odisea de la Mariposa (CFF), a poetic action featured immigrant women and artist Adriana Rondon- Rivero leading an incredible journey of the monarch butterfly that speaks about the beauty of migration.
- Barrio E' a Puerto Rican ensemble of percussionists, dancers, and singers brought us Bomba for Sentimiento Tropical: Caribbean Beats (CFF). This musical genre has an oral tradition dating back 500 years. Audience got to create their own songs by challenging the drummer with a series of body movements that the drummer synchronized beats to.

As the months follow we plan on highlighting the rich cultures of Brazil, Chile, and Mexico. As the premier Latino art museum of the Rocky Mountain region, we always strive to educate our community about the diversity of Latino art and culture.



A sensory performance by the muxeres of The Butterfly Odyssey. Barrio E' performing the rhythmic tunes of Bomba.

"Belco saw the value in supporting a Latino arts organization such as Museo de las Americas, where we strive to bridge the local Latino community by building a stronger presence of Latinx talent that enriches our vibrant city." Claudia Moran, The Executive Director of Museo de las Americas.

According to Pew Research, Colorado continues to be one of the nine states in the country with a Latino population of over a million people, which demonstrates the great need for representation of and accessibility to Latino art. As such, Museo diligently

advocates for the Latino aesthetics' place in the art world by presenting socially significant exhibits that deal with themes that are relevant to the Denver community and to our times.

ATTACH VIDEO: [coloradobiz](#)

<https://www.youtube.com/watch?v=dVBHb0eY6mY#action=share>

About Museo de las Americas

Located in the heart of the Santa Fe Arts District, **Museo de las Americas** is the premier Latin American art museum in the Rocky Mountain region. Museo is dedicated to educating our community through collecting, preserving, and exhibiting the arts and cultures of Latinidad in the Americas. We Unite ancient and contemporary works to create a unique experience for visitors. Museo has served the Denver community for 26 years through award-winning exhibitions, arts education programming, and special events.

About Bellco Credit Union

Bellco is one of Colorado's largest financial institutions, with more than \$4 billion in assets and 24 branches in Colorado. Founded in 1936, Bellco offers a full range of financial products and services including mortgages, auto loans and checking accounts. Today, Bellco has more than 300,000 members who benefit from the advantages of a credit union, including lower interest rates on loans, higher yields on savings, and access to thousands of ATMs nationwide. Connect with Bellco on [Facebook](#) and [Twitter](#). Bellco is Federally Insured by NCUA and is an Equal Housing Opportunity Lender.

Website: www.museo.org

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