

BRADESTINO

JUNE 2024 NEWSLETTER

Brazil is more than a Travel Destination



WELCOME TO MY JUNE 2024 BRADESTINO® NEWSLETTER

Festas Juninas or June Festivals, occur in the month of June and are also known as festas de São João. These festivities, introduced by the Portuguese during the colonial period, are mainly celebrated on the eves of the Catholic solemnities of Saint Anthony, Saint John the Baptist, and Saint Peter. They also celebrate rural life and feature typical clothing, food, and dance.



FESTAS JUNINAS



São João de Caruaru is a June festival based in the municipality of Caruaru, in Pernambuco, Brazil. The Northeast festival has 30 days of celebrations, extending throughout the month of June to July, attracting thousands of tourists from all over Brazil and abroad. At 'Princesinha do Agreste', attractions such as June square dances, fireworks, bonfires and traditional corn-based delicacies and lots of forró are offered.

Don't Miss Out!

My Next Newsletter of **JULY 2024**

July is a festival season and Brazilians do not hesitate to travel abroad to party and especially Tomorrowland is the place to be!

Parintins Folklore Festival

The 'Festival Folclórico de Parintins', often called Festival do Boi-Bumbá or Bumba Meu Boi, is a popular annual celebration during three days in late June held in the Brazilian city of Parintins, Amazonas. The festival celebrates a local legend about a resurrected ox. It is also a competition where two teams, Garantido and Caprichoso, compete in extended retellings of the story, each team attempting to outdo the other with flamboyant dances, singing, and parade floats. Each team has to complete its show within two and a half hours. A team that does not follow this time limit is subjected to points penalties. Each nightly performance is largely based on local Amazonian folklore and indigenous culture, but also incorporates contemporary Brazilian rhythms and themes. The place where the teams present themselves is called "Bumbódromo", a round, grounded stage. The "Bumbódromo" supports 35.000 people in the audience.



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Brahma beer, has been a supporter of the Parintins Folklore Festival for more than 20 years, and produced personalized cans of Bois Garantido and Caprichoso, signed by Parintin artist Ronan Marinho and which exalt the support for the two bumbá oxen.

Sold only during the 57th edition of the Parintins Folklore Festival in 2024 and exclusive to the region, the cans will be available while supplies last. The art printed on the cans captures the greatness of Bois Garantido and Caprichoso with their maximum symbols: the heart and the star on the foreheads of Garantido and Caprichoso, respectively, and materializes the strong sensory experience that is the Parintins Festival, with vibrant colors, dances, music and unique energy.

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