Grupo Cultural Latinos En Rochester, Inc. is a non-profit 501(c)(3) that focuses on sharing the diverse folklore of Latino communities with Western, NY. With the ongoing support of recreation centers, towns, and donors, we offer dance classes, bilingual story time, public performances and more.

Under the artistic direction of Shirley Bittlingmaier and a family of volunteers, programs are offered to all children, adults, and seniors transcending barriers of language and culture. Our participants learn to work together and develop personal standards of excellence, a pride of achievement, and a curiosity about the Latin American world.

About our

MISSION & VISION

Our Mission is to promote Latin American folklore in Western NY, through educational events, community workshops, and meaningful live performances.

Our Vision is to elevate Latin American cultural heritage by inspiring generations.
TO ACHIEVE THIS VISION GCLER WILL

- Organize community activities such as dance performances and workshops that includes professional/skilled facilitators.
- Provide a platform leading to discussions related to Latin American interests.
- Create and maintain children, youth, and senior programs.
- Encourage cross-cultural collaboration to promote unity and respect for one another.

ABOUT OUR LOGO ‘THE GREAT MAPLE’

Our logo depicts a great maple tree. The leaves are recreated as flags of all the Latin American countries. One of the characteristics of this tree is its "flying" seeds which represents the movement and growth of our members’ personal lives.

Educating our children and creating cultural awareness in a community is like planting seeds. These seeds will take root and eventually create strong, healthy, contributing members of society.

Current

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