



Ambato's Fruit and Flower Festival

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According to history, the residents of Ambato organized the fruit and flower festival after the destruction of Ambato and its province in the earthquake of August 5, 1949 -- the third great desolation of this city. At that time, they once again took up the rocks in their own hands to rebuild their cities and fields.

Ambato's Fruit and Flower Festival is a spiritual spring, with its own fruits and its own flowers which have grown, flourished, and been cultivated in the fields of Tungurahua Province.

In 1969, the date of the festival was changed to coincide with the Carnival celebrations held at the end of February. Popular water games were subsequently eradicated and substituted with transcendent cultural and artistic events to convey the noble and progressive spirit of the residents of Ambato.

The fiesta is held on this date with the participation of representative musical groups from various countries in the Americas and is the most important in the history of the folk festival.



The festival begins with a proclamation by educational institutions, neighborhood committees, the city's beauty queen contestants, authorities and others who participate in the colorful and lively opening ceremonies of Ambato's fiesta. This is followed by the election of the city's Festival Queen -- part of a first-rate artistic and cultural act, which involves the participation of a large crowd. Two perfectly coordinated events constitute the charming act of crowning the Queen of the Fruit and Flower Festival: the first is the presentation of the queen to the public and the second is a recital by an Ambato writer in her praise.

The Corzo and the Ronda Nocturna" are the synthesis of what the work, happiness and high altruism of these people mean.



Pictorial, industrial, commercial, handicraft, floral, fruit, ornithological and archeological expositions, plus book fairs, concerts, recitals, among other events, round off this festive apostasy. Each neighborhood in the city organizes traditional festivals or outdoor dances to spread brotherhood and hospitality, thereby continuing a tradition which their ancestors began