



**FOR IMMEDIATE RELEASE**

**LA PLAZA DE CULTURA Y ARTES KICKS OFF *SUMMER OF SALSA SERIES* MAY 12**  
*3<sup>rd</sup> Annual Free Concert Series includes Five of LA's Best Salsa Bands;*  
*Free Series Sponsored by Pacific Federal, LLC & the Musicians Fund*



**LOS ANGELES, CA - (April 3, 2017)** - LA Plaza de Cultura y Artes (LA Plaza) presents its third annual free **Summer of Salsa** concert series beginning Friday, May 12. Dance to the sounds of some of LA's best salsa bands hosted every second Friday of the month from May through September in Downtown Los Angeles. This year's LA Plaza lineup includes Ricardo Lemvo, Orquesta Tabaco y Ron, Conjunto Costazul, Son Mayor, and the Arsenio Rodriguez Project. The free event has limited seating and food and bar service available for purchase. The series is sponsored by Pacific Federal and the Music Fund of Los Angeles.

**The 2017 Summer of Salsa Lineup includes:**

**Ricardo Lemvo | Friday, May 12 | 6pm**

A native of Northern Angola, Ricardo Lemvo mixes Afro-Cuban rhythms with pan-African styles to create a sound which the LA Times described as "seamless and infectious." Come listen and dance to sounds of the Afro-Latin Diaspora!

**Orquesta Tabaco y Ron | Friday, June 9** Formed nearly twenty years ago, Orquesta Tabaco y Ron has performed in Disneyland, Mexico, Puerto Rico and everywhere in between. A nightly fixture in Latin clubs in Southern California, this eleven-piece band creates an "almost extinct salsa sound of generations past."

**Conjunto Costazul | Friday, July 14 | 6pm**

Freddie and Johnny Crespo capture the sounds of swing and salsa with booming horns and percussions! Veterans of the salsa scene, Conjunto Costazul has been performing for more than 25 years and now bring their show to LA Plaza's stage.

**Son Mayor | Friday, August 11 | 6pm**

One of the most popular bands in the LA salsa circuit, Son Mayor blends old and new Cuban sounds that appeal to everyone. Come experience their high-energy show!

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**The Arsenio Rodriguez Project | Friday, September 8 | 6pm**

Closing out Summer of Salsa is the Arsenio Rodriguez Project which pays homage to one of the most beloved and renowned figures of Cuban music history, Arsenio Rodriguez. Listen to the music written and arranged by Arsenio the way it was meant to be heard and played by this great ensemble of all-star musicians.

**ABOUT LA PLAZA:** LA Plaza de Cultura y Artes is the nation's premier center of Mexican American culture offering interactive exhibits and dynamic programs engaging visitors of all backgrounds to explore and contribute to the ongoing story of Mexican Americans in Los Angeles and beyond. Located near the site where Los Angeles was founded in 1781, LA Plaza's mission is to celebrate and cultivate an appreciation for the enduring and evolving influence of Mexican American culture, with a specific focus on the unique Mexican American experience in Los Angeles and Southern California.

**ABOUT PACIFIC FEDERAL, LLC:** Pacific Federal (PacFed), a subsidiary of Zenith American, is one of California's most experienced employee benefits firms. Zenith American (Zenith) has been providing high-quality administrative services since 1944 managing benefit plans as third-party benefits administrator (TPA) serving more than 1.5 million health and retirement plan participants with Taft-Hartley trust funds, trade associations, government entities and corporate employers through over 40 office across the US. **Connect with PacFed:** [www.pacfed.com](http://www.pacfed.com), [www.facebook.com/PacFed](https://www.facebook.com/PacFed), #PacificFederal

**ABOUT THE MUSIC FUND OF LOS ANGELES:** The Music Fund of Los Angeles is a 501(c)3 charitable organization providing financial help to musicians who are unable to work due to sudden illness, poverty or other distress. We also provide scholarships to students of music and sponsor youth music programs and live music events throughout Los Angeles.

**LA Plaza de Cultura y Artes, 501 North Main Street, Los Angeles, CA 90012**

**Hours: M, W, & Th, 12-5 pm, Fri-Sun 12-6 pm**

**Admission: FREE**

**Website:** [www.lapca.org](http://www.lapca.org)

**Facebook:** [www.facebook.com/LAPlazaLA](https://www.facebook.com/LAPlazaLA)

**Twitter:** [@LAPLAZALA](https://twitter.com/LAPLAZALA)

*Editor's note: High resolution images available*

**Note to reporters & editors:**

*"LA" in "LA Plaza de Cultura y Artes" is part of the official name and should be capitalized*

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