



**Pacific Federal, LLC**

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**NEWS  
RELEASE**

**For Immediate Release**

**FREE SUMMER OF SALSA CONCERT SERIES CONTINUES AT LA PLAZA DE CULTURA Y ARTES  
Enjoy incredible food, culture and music at historic center of Mexican-American culture**

(Glendale, Calif.— July 11, 2016) Dance to the sounds of L.A.'s most renowned salsa bands at free summer concerts hosted by LA Plaza De Cultura Y Artes (LA Plaza) on August 12 and September 9 beginning at 7 p.m. Sponsored by Pacific Federal and Music Fund of Los Angeles, the performances offer Angelenos the opportunity to enjoy incredible food, culture and music under the stars.

LA Plaza, the nation's premier center of Mexican-American culture, is located at 501 N. Main St., Los Angeles, 90012. Doors open at 6 p.m. The public is invited to bring lawn chairs and blankets. Food and beverages will be available for purchase (no outside alcoholic beverages are permitted). For more information, call 888.488.8038 or visit [www.lapca.org](http://www.lapca.org).

The following events will conclude the 2016 "Summer of Salsa" concert series held every second Friday of the month from May through September at LA Plaza:

**August 12, 7 p.m.**

**The Arsenio Rodriguez Project**

The Arsenio Rodriguez Project is an all-star ensemble of today's top musicians in the Afro Cuban music genre dedicated to celebrating the memory of arguably the most important figure in Cuban music history, Arsenio Rodriguez. The ensemble came together for the first time in 2011 to pay tribute to Rodriguez on his 100th anniversary. Known as the "Father of Salsa," he was a prolific composer and arranger who wrote and recorded nearly a thousand songs, many which remain major hits today.

**September 9, 7 p.m.**

**The Echo Park Project**

Born in 1962, Carlo Lopez is a native New Yorker, self-taught percussionist and the younger of two musicians in the family. He has played Latin music for most of his life. Growing up around the New York salsa scene, Lopez was surrounded by musicians and sounds that were integral in shaping salsa music

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during the eras of the '50s and '70s. In 1992, he moved to the west coast and landed in Los Angeles, where he integrated by playing percussion in local bands. His testament to that side of audio engineering gave birth to the Echo Park Project independent recordings.

### **About Pacific Federal, LLC**

Pacific Federal, LLC (PacFed) is one of California's largest and most experienced privately owned employee benefits firms. PacFed assists businesses in carrier negotiations and the administration of employee benefit coverages. It also offers online services, member assistance, workplace support, consolidated billing, COBRA administration and compliance notification.

**Website:**[www.pacfed.com](http://www.pacfed.com) **Facebook:** [www.facebook.com/PacFed](http://www.facebook.com/PacFed) **Twitter:** [PacificFederal](https://twitter.com/PacificFederal)

### **About LA Plaza de Cultura Y Artes**

LA Plaza de Cultura Y Artes is dedicated to celebrating the enduring influence of Mexican and Mexican-American culture, with a specific focus upon the Mexican-American experience in Los Angeles and Southern California. LA Plaza's campus includes two historic and newly renovated buildings which house interactive exhibits and dynamic programs, as well as 30,000 square feet of public garden to be enjoyed by the community.

**Website:**[www.lapca.org](http://www.lapca.org) **Facebook:** [www.facebook.com/LAPlazaLA](http://www.facebook.com/LAPlazaLA) **Twitter:** [LAPLAZALA](https://twitter.com/LAPLAZALA)

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