



Pacific Federal, LLC

a Zenith American company

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**NEWS
RELEASE**

For Immediate Release

FREE SUMMER OF SALSA CONCERT SERIES AT LA PLAZA COMING SOON! Enjoy incredible food and music at L.A.'s historic center of Mexican-American culture

(Glendale, Calif.— March 28, 2017) 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 the second Friday of every month from May through August 2017. 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. and performances start at 7 p.m. Attendees are 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. The following concerts are scheduled:

Ricardo Lemvo | Friday, May 12 at 7 p.m.

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

Orquesta Tabaco y Ron | Friday, June 9 at 7 p.m.

Formed nearly 20 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 11-piece band creates an almost extinct salsa sound of generations past.

Conjunto Costazul | Friday, July 14 at 7 p.m.

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

Son Mayor | Friday, August 11 at 7 p.m.

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

The Arsenio Rodriguez Project | Friday, September 8 at 7 p.m.

Closing out the 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 Pacific Federal

Pacific Federal (PacFed), a subsidiary of Zenith American, is one of California's most experienced employee benefits firms. PacFed offers online services, member assistance, workplace support, consolidated billing, COBRA administration and compliance notification. Zenith American (Zenith) has been providing high-quality administrative services since 1944, managing benefit plans as a third-party benefits administrator (TPA) serving over 700,000 health plan members and their dependents and over 800,000 retirement plan participants. PacFed and Zenith clients are Taft-Hartley trust funds, trade associations, government entities and corporate employers.

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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.

Connect with LA Plaza: www.lapca.org, www.facebook.com/LAPlazaLA, #LAPLAZALA

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