



Press Contacts:

Juan Díes

773-728-1164

juan@sonesdemexico.com

Don Macica

847-644-4501

don@sonesdemexico.com

FOR IMMEDIATE RELEASE

Digital Photos Available

**SONES DE MEXICO ENSEMBLE CELEBRATES 23 YEARS
IN THE SERVICE OF MEXICAN MUSIC AND CULTURE
WITH A GALA DINNER DECEMBER 9 AT
THE NATIONAL MUSEUM OF MEXICAN ART**

The event will honor Henry and Juanita Roa with the organization's first ever "Keepers of Culture Award" and feature a specially created gourmet dinner prepared by Chef Dudley Nieto, a silent auction and an intimate concert by Sones de México Ensemble drawn from their 1997 debut album ¡Que Florezca! (Let it Bloom).

CHICAGO—Sones de México Ensemble, the nation's premiere Mexican folk music organization specializing in the preservation and promotion of regional Mexican "son", will celebrate their growth from an informal group of neighborhood musicians to a multi-faceted educational and performing arts organization on **December 9 at 6pm at the National Museum of Mexican Art, 1852 W. 19th Street, Chicago**. The gala event, titled ***¡Que Florezca! (Let it Bloom)*** after their first album, will take as its theme the creative blossoming of the organization as a champion of Mexican folk music and culture.

"Flowers have a symbolic meaning in Mexican culture," explains Juan Díes, co-founder and executive director of Sones de México. "They represent a compliment, poetry and song, love, youth, fertility, death and rebirth. We named our first album *¡Que Florezca!* to mark our creative birth in Chicago as four Mexican immigrants who found unique and fertile soil here in which to plant our seed. Now, with this gala, we will revisit that planting and celebrate everything that has happened since as well as prepare for our future growth."

Henry Roa and his late wife Juanita Roa have long been important advocates of Mexican folk music and dance in Chicago. The couple will be presented with Sones de México's first ever **Keepers of Culture Award** for a lifetime of service to Chicago's Mexican-American community

that included a role in the development of seminal organizations like Cuerdas Clásicas and the Mexican Folkloric Dance Company of Chicago. Mr. Roa has served on Sones de México's Board of Directors since 1998.

The silent auction will include such rare items as a **vintage guitarron** built by famed luthier **Roberto Morales**, a signed and numbered print by the great Mexican muralist **David Alfaro Siqueiros**, and a 5-night stay at a fabulous private **three bedroom home in Puerto Vallarta, Mexico**.

A special 5-course menu will be created by **Chef Dudley Nieto** for this event, with each course utilizing flower essences from Mexico and inspired by the four themes that Sones de México Ensemble used in structuring the *¡Que Florezca!* album: Concheros, Huapango, Mariachi and Negritude. Each of them symbolizes the three major ethnic contributions to Mexican culture.

The evening will conclude with an intimate recital by Sones de México Ensemble that will feature a suite of songs drawn from *¡Que Florezca! (Let it Bloom)*

Individual tickets to *¡Que Florezca!* are priced at \$125 and can be purchased at sonesdemexico.com/gala. Group sales, including a table that seats 10, are available at a discount, as is a special \$250 VIP ticket for which Sones de México will compose a corrido in your honor. Corporate sponsorship packages are available. Call (773) 728-1164 for details.

ABOUT SONES DE MÉXICO ENSEMBLE: The group is Chicago's premier folk music organization specializing in Mexican 'son,' a genre encompassing the roots of mariachi music and other regional styles, including *huapango*, *gustos*, *chilenas*, *son jarocho*, and more. The ensemble was formed in 1994 and soon incorporated as a non-profit organization to keep the tradition of Mexican 'son' alive in its many regional forms. As a performer and recording artist, they have developed and popularized many original arrangements of Mexican traditional tunes. Its original work has experimented cross-culturally with symphonic, Irish, folk, blues, C&W, jazz and rock, though never abandoning its roots in Mexican son.

The group has released six CDs: *¡Que Florezca! (Let it Bloom)*; *Fandango on 18th Street*; the GRAMMY® nominated *Esta Tierra Es Tuya (This Land is Your Land)*; *Fiesta Mexicana* (a children's album); *¡Viva la Revolución!*; and *13 B'ak'tun*.

The organization is a 501(c)(3) not-for-profit organization with a commitment to teaching. The mission of Sones de México Ensemble is to promote greater appreciation of Mexican folk and traditional music and culture through innovative performance, education, and dissemination.

For more information, visit www.sonesdemexico.com