



## NEWS RELEASE

### MEDIA CONTACTS:

Marie Estrada | (818) 677-6691  
marie.estrada@csun.edu

Gary Murphy | (213) 700-9645  
gmurphypr@gmail.com

*"[Aida] Cuevas is to Mexico what Aretha Franklin is to the United States: a powerful voice that encapsulates the essence of her nation's spirit."* (Kansas City Star)

## Aída Cuevas Launches [Hecho en las Américas](#) at The Soraya *The Queen of Ranchera Music Celebrates her 45<sup>th</sup> Anniversary – Yo Creo Que Es Tiempo—featuring Mariachi Aztlán*

Saturday, October 1 at 8:00pm

(Los Angeles, CA) Sept 21, 2022 — Aída Cuevas, "The Queen of Ranchera Music" commemorates the 45th anniversary of her career as she returns to her Los Angeles familia at The Soraya for the fourth time to perform *Yo Creo Que Es Tiempo*, a spectacular retrospective of her most beloved songs and greatest hits including favorites such as *El Pastor*, *México en la Piel*, *Te Doy Las Gracias*, and *Quizás Mañana*.

Accompanied by **Mariachi Aztlán**, Aida performs Saturday, Oct 1 at 8pm. Tickets start at \$41 and can be purchased at [www.thesoraya.org](http://www.thesoraya.org) or by phone at 818-677-3000.

### About Aida Cuevas 45<sup>th</sup> Anniversary—Yo Creo Que Es Tiempo

Aida Cuevas presents 45<sup>th</sup> Anniversary—*Yo Creo Que Es Tiempo*, an unforgettable and emotional concert celebrating a long-lasting career as Mexico's most important female voice: "*The Queen of Ranchera Music*." She will be joined onstage by the renowned Mariachi Aztlán, along with other special guests. A master of the mariachi art song, Cuevas has led one of the most important careers in traditional Mexican music and became the first female singer in the mariachi genre to win a GRAMMY® when she was honored at the 2018 awards for "Best Regional Mexican Music Album" for her CD *Arrieros Somos (Versiones Acústicas)*. This concert is the first of nine performances in the *Hecho en Las Américas* Series.

### About Hecho en Las Américas

The Soraya continues to provide a center for Latin American artists and audiences. “The Valley and greater Los Angeles are home to a wealth of the most vibrant Spanish-speaking communities,” said **Thor Steingraber**, The Soraya’s Executive and Artistic Director. “While this has been true for decades, we recognize that many arts organizations have not fully served them. I believe The Soraya is the only organization in the region to offer an entire series—***Hecho en Las Américas***—dedicated to the diverse music and dance forms of Mexico, Central America, and South America. We are proud to serve the communities nearby, and also celebrate that entire families come to us from great distances for our performances.”

Nine performances from eight different artists will be presented in the ***Hecho en Las Américas Series***, beginning with the **Aída Cuevas** celebration on October 1. The Series will conclude on May 13, 2023 with ***Dreamers***, a collaboration between Mexican singer-songwriter Magos Herrera’s and the New York string quartet Brooklyn Rider performing pieces from their *Dreamers* album.

For more information on ***Hecho en Las Américas***, please visit [TheSoraya.org](http://TheSoraya.org)

### **About Aída Cuevas**

Aída Cuevas has created one of the most important careers in traditional Mexican music. With a 45-year career and 41 album releases to her credit, Cuevas, dubbed “*The Queen of Ranchera Music*,” is an esteemed figure in Mexico, beloved for her unswerving devotion to traditional mariachi music and for her mastery of its demanding vocal forms. Cuevas celebrates a long-lasting career with a GRAMMY® award, a Latin GRAMMY® award and seven Latin GRAMMY® nominations in the “Best Mariachi / Ranchero Album” category.

In addition to her 2018 GRAMMY® award win, she previously won a Latin GRAMMY® for “Best Tango Album” for her 2010 release, “*De Corazón a Corazón...Mariachi Tango*.”

Cuevas’ latest release “*Totalmente Juan Gabriel Vol. II*,” is the second of five CD installments in which she pays tribute to the legendary singer and songwriter. Gabriel produced two albums for Cuevas, 1983’s “*Aida Cuevas Canta a Juan Gabriel*” and 1985’s “*Exitos*.” The first volume of *Totalmente Juan Gabriel* was released in 2013. Cuevas celebrated the life and career of her dearest friend and greatest mentor with a special U.S. tribute tour. She is the only artist authorized by the Juan Gabriel estate to record and tour his music.

Cuevas is a master of the mariachi art song performing a full range of mariachi numbers, including the falsetto heavyweight El Pastor, the iconic Juan Gabriel hits “*Te Doy Las Gracias*,” “*Te Vas a Quedar Con Las Ganas and Quizás Mañana*,” as well as new songs from “*Totalmente*

*Juan Gabriel Vol. II,*” including “*Gracias Por Todo,*” “*Cada Vez, Cada Vez,*” and “*Buscando el Séptimo Amor.*” Cuevas also performs many ranchero classics, such as “*Traición a Juan,*” and the José Alfredo Jiménez compositions “*Me Equivoque Contigo*” and “*No Me Amenaces.*” Her unique voice and style have allowed her to cultivate a successful career spanning decades, leaving a remarkable imprint in the history of Mexican music.

Bill Brownlee of *The Kansas City Star* called Cuevas “a powerful voice that encapsulates the essence of her nation’s spirit...rather than constricting Cuevas’ artistry, the traditional acoustic format liberated her stellar instrument.”

For ticket holds and interview requests, please contact The Soraya Communications Associate [Marie Estrada](#), or PR Consultant [Gary Murphy](#).

[DOWNLOAD IMAGES FROM PRESS KIT HERE.](#)

### **About the Younes and Soraya Nazarian Center for the Performing Arts (The Soraya)**

Located on the vibrant and diverse campus of California State University in the heart of Los Angeles’ San Fernando Valley, the **Younes and Soraya Nazarian Center for the Performing Arts (The Soraya)** continues its vigorous commitment to innovating, exceling, and amplifying access by offering a wide variety of performances that reflect LA’s many distinctive communities and featuring new and original work from the Los Angeles region as well as artists from around the world.

The Soraya’s 2022-23 season offers a joy-filled reunion featuring a vibrant program of nearly 50 classical and popular music, dance, theater, family, and international events that will further establish it as one of the top arts companies in Southern California that uplifts and inspires its audiences.

### **Calendar Listing for Aída Cuevas 45<sup>th</sup> Anniversary *Yo Creo Que es Tiempo***

**What:** The Queen of Ranchera Music commemorates the 45th anniversary of her career performing beloved songs and greatest hits! Aída will be joined by Mariachi Aztlán as she returns to her Los Angeles familia at The Soraya for another spectacular performance.

**Date:** Saturday, October 1 at 8:00pm

**Venue:** Younes and Soraya Nazarian Center for the Performing Arts (The Soraya)  
18111 Nordhoff Street, Northridge, CA 91330

**Tickets:** **Prices:** Starting at \$41. Prices subject to change.  
**By Phone:** (818) 677-3000  
**Online:** [TheSoraya.org](http://TheSoraya.org)

**The Soraya Press Contacts**

Marie Estrada, Communications Associate | The Soraya 818-677-6691 | [mestrada@csun.edu](mailto:mestrada@csun.edu)

Gary W. Murphy, Consultant | 213-700-9645 | [gmurphypr@gmail.com](mailto:gmurphypr@gmail.com)

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