

## ***The Ambassadors of Female Mariachi***

***Latin Grammy award winner***

***Celebrating 40 years as a Mexican Music Icon***

**Aida Cuevas**

***With Grammy nominated***

**Mariachi Reyna de Los Angeles**

**Sunday, October 16 at 7:30pm**



Los Angeles, CA, September 15, 2016 – Latin Grammy award winner Aida Cuevas and Grammy nominated Mariachi Reyna de Los Angeles will co-headline an all-female mariachi concert spectacle at Valley Performing Arts Center on Sunday, October 16 at 7:30pm. Aida Cuevas is Mexico's most important female voice, marking a career spanning 40 years. Paired with Mariachi Reyna de Los Angeles' vivacious musical spirit, this evening will celebrate the treasured art form of mariachi.

"This is a year filled with powerful Latin women on the VPAC stage, in roles often dominated by men," said Thor Steingraber, Executive Director of Valley Performing Arts Center. "Pairing the eminent Ranchera singer, Aida Cuevas, with an all-female mariachi ensemble is a complete reversal of a typical evening of this type. And it's just the first of several performances at VPAC this year in which traditional Mexican regional music is redefined by some of the hemisphere's boldest and most respected artists."

The concert will feature an explosive program featuring Cuevas' and Reyna's greatest hits as well as new musical numbers arranged by mariachi legend, José Hernández. The show will include Mexican folkloric dancers, multiple costume changes and Cuevas' impeccable vocal range and highlight the world's premier female mariachi ensemble, Mariachi Reyna de Los Angeles.

This event is part of VPAC's Hecho in Las Américas series which also includes: Culture Clash's *VOTE OR DIE LAUGHING* (November 1), *Beyond LA Bamba: A New American Sound*, with Las Cafeteras (December 9), La Santa Cecilia (February 18) and Lila Downs with Monsieur Periné (April 22).

### **About Aida Cuevas**

Aida Cuevas has created one of the most important careers in traditional Mexican and Latin American music. Affectionately known as "The Queen of Ranchera Music," Aida Cuevas celebrates 40 years an artistic career. She is a Latin Grammy winner and has released 37 albums, selling more than eight million copies, worldwide.

Aida Cuevas began singing in amateur contests at the age of 11 and was quickly discovered because of her exceptional talent. Her first national exposure was singing in a weekly live radio program called "El

Taller XEQ” at the age of 12. A year later, she was performing on stages across Europe. These performances quickly led her to be known as “La Voz de Mexico” (The Voice of Mexico) at an early age. Her talent has led her to perform across four continents since 1976.

Cuevas is a master of the mariachi art song, offering a full range of mariachi numbers including her infamous falsetto heavyweight *El Pastor*, her iconic *Juan Gabriel* hits including *Te Doy Las Gracias*, *Te Vas a Quedar Con Las Ganas*, and *Quizas Manana*, to the people pleasers, *Traicion a Juan*, *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.

### **About Mariachi Reyna de Los Angeles**

Perhaps the greatest tribute to Mariachi Reyna de Los Angeles – the first all female mariachi in the United States – is that now there actually are other all-female mariachi groups. It is the growing proof that when Mariachi Maestro Jose Hernandez created Reyna de Los Angeles, it wasn’t a novelty; it was a genre.

Reyna, which was formed in 1994, has taken the history of women in mariachi music from being solely singers to being the full complement of musical performers. The compliments have not stopped. In a musical landscape where songs are often written by men, about male perspectives, Reyna has created its own history.

That history had the best of beginnings with the mentorship of Lola Beltran, “La Reina de la Musica Ranchera,” who created a confidence among the members in the early years.

While Maestro Hernandez often credits the tremendous contributions of Beltran and other early contributors, Reyna could not have been created it not for his vision. Always ahead of the curve, Maestro Hernandez saw the potential to include more people in the rich heritage of mariachi music, and the opportunity to include more families in learning and performing.

“I knew there were enough excellent female musicians to do it, and I didn’t want guys to say, ‘They play like girls,’” says Maestro Hernandez. “Now guys from other groups come up to me and tell me that they can’t get over how these girls sound so amazing. It’s because they sound like angels, and that’s why they are named after the City of Angels.”

Reyna has gained fame for the stars they have shared the stage with; such as Vicki Carr, Guadalupe Pineda, Miguel Aceves Mejia and Lucha Villa, but they gained even greater acclaim for the stars they have performed in front of: Tom Petty, the Dodgers’ Nomar Garciaparra and his soccer-star wife Mia Hamm, John Travolta, Oprah Winfrey, Tom Cruise, Robin Williams, Sean Penn, and the late George Harrison of the Beatles.

The success has propelled Reyna de Los Angeles to record two successful albums produced by Maestro Hernandez: *Solo Tuya* (Yours Only) and *El Mejor Mariachi Femenino del Mundo* (The Best Female Mariachi in the World).

It is not just the title of the record; it’s a proud legacy for a new world of mariachi music.

## **About Valley Performing Arts Center**

Now in its sixth season, VPAC's mission is to present a wide variety of performances that not only includes new and original work from the Los Angeles region, but also work from around the world that appeals to all of LA's rich and diverse communities. The Valley Performing Arts Center's 2016-17 Season signals a new era for the premiere event venue. Under the leadership of Executive Director Thor Steingraber, VPAC expands its programming and outstanding multi-disciplinary performances. Located on the campus of California State University, Northridge, VPAC's season offers a vibrant and diverse performance program of nearly 50 classical and popular music, dance, theater, family and international events that will serve to establish VPAC as the intellectual and cultural heart of the San Fernando Valley and further establish itself as one of the top arts companies in Southern California. The award-winning 1,700-seat theatre was designed by HGA Architects and Engineers and was recently cited by the *Los Angeles Times* as "a growing hub for live music, dance, drama and other cultural events."

## **Calendar Listing for Aida Cuevas with Mariachi Reyna de Los Angeles**

**Venue:** Valley Performing Arts Center  
18111 Nordhoff Street  
Northridge, CA 91330

**Date:** Sunday, October 16 at 7:30pm

**Tickets:** **Price:** Starting at \$38  
**In Person:** VPAC Ticket Office, located in the VPAC Courtyard  
**By Phone:** (818) 677-3000  
**Online:** [ValleyPerformingArtsCenter.org](http://ValleyPerformingArtsCenter.org)

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**Photos:** Click here for photos from the 2016-17 Season:  
<http://www.valleyperformingartscenter.org/press/press-photos/>

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