

Latino Hip-Hop Rap Reggaeton at Libertad '05

Written by Robert ID1845

Monday, 29 August 2005 01:04 -

Coors Light is the title sponsor of the Libertad concert in New York taking place on Saturday, September 3, 2005 at 8:00 p.m. The Libertad Tour brings some of the most famous Reggaeton, Rap, Hip-Hop and Hip-Hop en Espanol artists together for a first-ever national tour featuring performances in Dallas, Miami, New York and Los Angeles. Artists performing at the New York concert include rap artist Fat Joe, Wisin and Yandel, and Hector el Bambino.

A portion of every ticket sold to Coors Light Libertad Music Festival 2005 in New York City, will support Coors Brewing Company's donation of \$50,000 to the Hispanic Federation, one of the Northeast's largest Latino non-profit organizations. The donation is part of a commitment Coors made to Hispanic Federation this year and the money will benefit the second annual Cena en el Barrio program which provides winter holiday food baskets to families in New York City who are struggling financially. Coors will present a check to Hispanic Federation on-stage at the Libertad Music Festival 2005.

"Coors extends a special invitation to New York's Latino community to enjoy Reggaeton and Latino Hip Hop music at the Libertad Music Festival while also helping Coors support Hispanic Federation and New York Latinos in need during the winter holiday season," said Rafael Fantauzzi, corporate relations manager for Coors Brewing Company.

"Coors is pleased to sponsor this tour and support Latino musicians across the country," said Paul Mendieta, director of multicultural marketing for Coors Brewing Company. "Hip-Hop music is becoming increasingly important to our young adult Latino consumer -- highlighted by the recent explosion in popularity of the Reggaeton genre."

Reggaeton is a musical and cultural phenomenon that has recently taken the music industry by storm sparking the launch of radio stations in major markets across the country devoted to playing Reggaeton and Latino Hip-Hop music. Originally popular in Puerto Rico, Reggaeton combines Jamaican-style dance hall rap and salsa and bomba rhythms to create a unique Latin sound that is appealing to Mexican Americans and Central Americans who have traditionally listened to different music than Latinos with Caribbean or South American descent.

For more information about Libertad Music Festival 2005, visit

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<http://www.libertadlive.com> .

Tickets are on sale through <http://www.ticketmaster.com> .

Coors Brewing Company Web Site: <http://www.coors.com> .