



FOR IMMEDIATE RELEASE
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THE MUSEO ALAMEDA PRESENTS
“THE AMERICAN SABOR MUSIC FEST”
FREE CONCERT SERIES COMPLEMENTS TRAVELING EXHIBITION
HONORING LATINOS IN U.S. POPULAR MUSIC

SAN ANTONIO – The Museo Alameda, the nation’s largest Latino museum and first formal Smithsonian affiliate, proudly presents an exciting three-part concert series, “The American Sabor Music Fest” -- celebrating the museum’s latest exhibition, “American Sabor: Latinos in U.S. Popular Music.”

Staged at Market Square, the concert dates are Saturday, June 20; Saturday, July 25; and Saturday, September 19. The all-day festivals are free and will run from noon to 10 p.m.

Headliners include Brownout, Piñata Protest, Ernie Garibay and Cats Don’t Sleep, Bombasta, Mexican Stepgrandfather many more.

“American Sabor,” a groundbreaking traveling exhibition exploring the profound influence of post-World War II Latino musicians on American popular music, appears at the Museo June 12 to September 25. This interactive exhibition focuses on five major production centers of Latino music: New York, Los Angeles, San Francisco, Miami and San Antonio.

Just as the exhibition examines a broad array of musicians and genres, the concert series presents a diverse assortment of performers from across the region whose unique styles have enriched and influenced the American music scene.

From Tejano to salsa, from rock to soul, and even from punk to hip-hop, the “American Sabor” concerts will focus on San Antonio’s unique musical contributions.

“It is a wonderful opportunity for the Museo Alameda to continue its mission of sharing the Latino story in America. What better way than through music?” said Eliseo Rios, the museum’s interim executive director. “With the exhibition and the concert series, we will literally have exciting music inside and outside the Museo walls – all driving home the message that Latinos have made profound and lasting contributions to American popular music. We are thrilled to present some of this region’s most remarkable musical talent as real-life examples of the lessons shared in ‘American Sabor’.”

For more information on “The American Sabor Concert Fest” and the “American Sabor” exhibition, please visit www.thealameda.org.

ABOUT THE MUSEO ALAMEDA

The Museo Alameda, the first formal affiliate of The Smithsonian Institution, is the nation’s largest Latino museum. It is part of The Alameda National Center for Latino Arts and Culture, a non-profit organization that also operates the Alameda Theatre, the landmark Latino movie palace in downtown San Antonio. With more than 20,000 square feet of exhibit space and 11 galleries, the Museo is devoted to telling the story of the Latino experience in America through art, history and culture.

The Museo Alameda is located in historic Market Square at 101 S. Santa Rosa Street, San Antonio, Texas. Admission is free with a suggested donation. Hours of operation are Tuesday through Sunday, noon to 6 p.m. The museum is closed on Mondays. For more information, including current exhibitions and

programs, visit the Museo Alameda website at www.thealameda.org, or call 210-299-4300.

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American Sabor: Latinos in U.S. Popular Music exhibition content was developed in collaboration with the Simpson Center for the Humanities at the University of Washington, and initial support for the exhibition was provided by the Seattle Partnership for American Popular Music (SPAPM). SPAPM is a collaborative project between EMP|SFM, the University of Washington School of Music, and KEXP 90.3 FM, which emphasizes and promotes the role of music in our communities and our individual lives. The Paul G. Allen Family Foundation supports SPAPM, and through SPAPM, supports each of the participating organizations in their joint work related to American popular music.