



For Immediate Release

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Brava! For Women in the Arts, Round Whirled Records & Yerba Buena Gardens Festival
present the

3rd Annual

San Francisco Son Jarocho Festival

August 14, 16 & 17, 2014

WHO: Brava! For Women in the Arts, Round Whirled Records & Yerba Buena Gardens Festival

WHAT: 3rd Annual Son Jarocho Festival

WHERE: Brava Theater Center, 2781-24th Street at York, San Francisco, CA 94110, Yerba Buena Gardens

WHEN: August 14, 16, & 17, 2014

TICKETS: Aug 16: Brava Theater Center - \$20 - \$25 (Student & Senior discount available)
Aug 14: YBGF & Aug 15 Union Square Free
Aug 15: Workshop visit www.brava.org

Brava! for Women in the Arts & Round Whirled Records in partnership with Yerba Buena Gardens Festival presents the 3rd Annual San Francisco Son Jarocho Festival with an exciting lineup of artists with both traditional and innovative approaches.

Son Jarocho is a folkloric music style from the Southern Mexican state of Veracruz. This Afro-Mestizo hybrid form blends Spanish, Indigenous Meso-American and African elements into a joyous celebration of Mexican identity. In the last decade this style has seen resurgence as many young people have adopted it and expanded the sonic and rhythmic possibilities it offers.

This annual festival has become a cornerstone of the emerging Son Jarocho music scene in the San Francisco Bay Area, attracting the top performers in this genre and providing workshops for local musicians to interact with the masters of this music.

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FOR WOMEN IN THE ARTS

This year's lineup features:

- **Thursday August 14** 12:30 -1:30, Encuentro de Jaraneros at Yerba Buena Gardens Festival, Mission & 3rd Street Free
- **Saturday, August 16** will feature an evening music concert at Brava Theater Center with Joel Cruz Castellanos y Sones de Tuxtla; Andres Flores y Los Hijos de Jose and Alfredo "El Gordo" Herrera y Pa' Sumecha.
- **Sunday, August 17**, dance and music workshops will be held at Brava Theater Center from 10am - noon
- **Sunday, August 17**, Community Fandango w/ Pa' Sumecha at Union Square 2pm - 4pm

Joel Cruz Castellanos y Sones de Tuxtla

Joel Cruz is one of the founding members of the Grammy nominated Son Jarocho band, Los Cojolites and has been a key figure in the Veracruz music renaissance in Mexico. He has now begun to explore and recover many of the lost traditions of the Tuxtla people of Southern Veracruz. He is a virtuoso multi-instrumentalist and composer who specializes in the Leona, the Veracruz bass instrument.

Andres Flores and Los Hijos de Jose

Andres Flores is a founding member of the legendary Son Jarocho group, Chuchumbe, pioneers in the Son Jarocho movement of the late 1980's and 1990's. This group resurrected many of the long dormant traditions and composed new music based on the folkloric themes. He now leads his own band that explores many of the Caribbean and African aspects of the Son Jarocho tradition. He is accompanied by the veteran Mexican music scholar and virtuoso performer, Russell Rodriguez, and cumbia/ jarocho rocker, Federico "Lico" Zuñiga, who have both played in many important Mexican music fusion bands and on recordings.

Alfredo "El Gordo" Herrera y Pa' Sumecha

Pa' Sumecha was founded by Alfredo "El Gordo" Herrera, a virtuoso and innovator on the traditional Veracruz jarana and quijada, a mule's jaw used as a percussion instrument. El Gordo played with the ensemble Son de Madera, and has created a unique sound in the Son Jarocho tradition. The poetry of Pa' Sumecha explores the issues of migration, globalization and other social issues that affect contemporary Mexican society. El Gordo is joined by Los Cojolites' Jacob Hernandez on marimbol, and Alejandra Machado on the jarana and zapateo.