



### **BIOGRAPHY:**

JARABE has cultivated a signature nostalgic sound that highlights their blended Southwestern cultural roots. They combine musical genres from different eras that range from Mexican Folk, American Rock & Roll, and Norteño/Tex-Mex to Caribbean-style Trío Romántico, Rock En Español, and popular Cumbia. Performing on traditional folk instruments played with a modern attitude, JARABE's down-to-earth storytelling and powerful vocals leave audiences singing, dancing, and cheering for more! As music educators and advocates for the arts, the Vilar Performing Arts Center raves that JARABE is "thought-provoking, heartfelt, and engaging." And both the Mexican Consulate in the United States as well as the U.S. Consulate in Mexico have lauded them as cultural ambassadors for their work in representing their multifaceted identities through educational outreach and connecting diverse communities.

For the past 10 years, JARABE has toured the United States with four major musical programs. Their year-round concert "*Fiesta En Familia: Home Is Where The Heart Is*" focuses on exploring Latino cultures while also creating a deeper and more inclusive sense of family and community. Their seasonal show "*Día de los Muertos: A Celebration of Life*" includes musical selections and a Day of the Dead altar onstage that pay homage to the international artists who have influenced and inspired them. Their holiday show, "*Feliz Navidad: A Bordenño Soul Christmas*," is a bilingual joyride of well-known Christmas music. And their symphonic program, "*Fiesta en Sinfonía: Classics Never Die*," features orchestral renditions of Latin-American classics arranged by Dr. Rafael Rodriguez.





**PRESS RELEASE (TEMPLATE):**

# JARABE

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## **JARABE ON TOUR**

*Coming soon!*

**[City, State, Date]** — Mexican-American border band JARABE is back on the road with their blended songbook of Mexican Folk music, Rock & Roll, Norteño/Tex-Mex, Latin Rock, and Reggae-Cumbia. Performing on stringed folk instruments accompanied by lively percussion, the band's down-to-earth charm and harmonized vocals in Spanish and English have gained them acclaim from audiences across the country. Vilar Performing Arts Center raved that "JARABE was thought-provoking, heartfelt, and engaging... a season highlight that brought the community together in a way that we've never witnessed before."

Lauded as cultural ambassadors by the Mexican Consulate in the United States, JARABE believes every performance is an opportunity to create a deeper and more inclusive sense of community. Their programming for audiences of all ages features music and personal stories that highlight what it's like to grow up along the US-Mexico border. From romantic ballads fit for a loving serenade to exuberant dance music that will bring people out of their seats, this border fiesta will be one to remember!

For concert details and ticket information, please visit [Venue Info].

## COMUNICADO DE PRENSA (PLANTILLA):

# JARABE

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## JARABE DE GIRA

*¡Próximamente!*

**[Ciudad, estado, fecha]** — La banda fronteriza JARABE nuevamente se encuentra de gira con su cancionero mezclado de música folclórica mexicana, rock & roll, norteño/tex-mex, rock latino, y reggae-cumbia. Tocando instrumentos folclóricos de cuerda acompañados de percusión, el encanto humilde de la banda, así como sus voces armonizadas en español e inglés, les ha valido la aclamación del público a lo largo del país. El Centro de Artes Escénicas Vilar elogió que la presentación de "JARABE fue reflexivo, sincero y cautivador... un punto culminante de la temporada que unió a la comunidad de una manera que nunca antes habíamos visto."

Alabados como embajadores culturales por el Consulado Mexicano en los Estados Unidos, JARABE afirma que cada actuación es una oportunidad para crear un sentido de comunidad más profundo e inclusivo. Su programación para audiencias de todas edades incluye música e historias personales que destacan cómo es ser criado junto a la frontera entre Estados Unidos y México. Desde baladas románticas aptas para una serenata hasta música bailable que sacará a la gente de sus asientos, ¡esta fiesta fronteriza será inolvidable!

Para más detalles, por favor visite [Información de la organización].