



**FOR IMMEDIATE RELEASE**

Monday, July 12, 2021

**MONTUNO PRODUCTIONS TO HOLD THE SECOND ANNUAL  
BAY AREA LATIN JAZZ FESTIVAL, CELEBRATING AFRO-CARIBBEAN  
AND LATIN AMERICAN MUSICAL HERITAGE AND TRADITIONS**

***The Festival Will Celebrate San Francisco Bay Area Communities' Diversity as  
an Engine of Economic & Cultural Vibrancy, Resiliency, and Strength***

**SAN LEANDRO, CA** – Montuno Productions is happy to announce The Second Annual Bay Area Latin Jazz Festival, scheduled to be held on Saturday, August 21, 2021, from 11:00 a.m. to 6:00 p.m. at Rowell Ranch, a picturesque, park-like venue operated and maintained by the Hayward Area Recreation and Park District (HARD). Rowell Ranch is located at 9725 Dublin Canyon, Rd., Castro Valley, CA 94552.

The re-scheduling of the 2<sup>nd</sup> annual festival, which was originally scheduled for August 15, 2020, has been met with a great sense of anticipation and enthusiasm by Bay Area Latin music fans, including those who attended the 1<sup>st</sup> annual festival in 2019. “It gives Latin jazz aficionados and lovers of live music in the San Francisco Bay Area something to look forward to, as the state re-opens for business (as of June 15<sup>th</sup>) in the aftermath of the deployment of highly effective vaccines (and treatments) against COVID-19,” said Luis Mendoza, president and CEO of Montuno Productions, the producer and promoter of the festival.

The celebration will showcase the cultural/musical contributions of Latin Jazz, with an emphasis on Afro-Caribbean and Latin American influences. Festival attendees will be able to enjoy a diverse array of food, music, dance, and artistry. There will be booth space available for Bay Area merchants, food vendors, artisans, and community organizations.

The 2021 festival features an exceptionally talented and diverse lineup, including the headliner, Bobi Céspedes and her band; Four-time Grammy winner (and band leader of the world renowned Spanish Harlem Orchestra), Oscar Hernández, with his Latin jazz band, Alma Libre Latin Jazz Collective *with John Nava*; Latin Rhythm Boys, featuring Grammy Award recipient, vocalist Carlos Rosario; Ricky's Grupo Afro-Nativo; René Escovedo Latin Jazz Sextet; and MC & DJ, long-time Bay Area radio personality, Luis Medina.

Festivalgoers will also have access to several pre-festival events, including livestreaming concerts, and exclusive footage of interviews with Latin music luminaries in the San Francisco Bay Area and beyond. They will also be able to purchase festival-related merchandise (online), including T-shirts, and DVDs of video footage from the 2019 festival.

As part of its community outreach efforts, Montuno Productions will seek to bring small, independently owned local businesses, community organizations, and music fans together, with the goal of making a positive contribution to the arts and the economic and cultural vibrancy, resiliency, and strength of East Bay communities.

Montuno Productions (MP) understands that as the country slowly emerges from the ongoing COVID-19 pandemic, some potential Festival ticket buyers, vendors, and sponsors may feel apprehensive about making a financial commitment to participate in this and other similar events. To assuage those concerns, Montuno Productions has established a no-questions-asked full refund policy for ticket-buyers and vendors, and a negotiated refund policy for sponsors.

As part of this policy, MP will honor requests for prompt (immediate) refunds to ticket-buyers and vendors right up to the day before the festival (August 20, 2021). This policy is in line with the 2020 refund policy, when ticket buyers and vendors request for refunds (due to the postponement of the Festival because of the COVID-19 pandemic) were promptly honored.

For the 2021 Festival, MP is in close communications with both Hayward Recreation and Park District (HARD)—Rowell Ranch’s administrator—and Alameda County Department of Environmental Health, to monitor (improving) public health conditions, which MP believes will allow for the successful production of the Festival on August 21, 2021.

## **ABOUT MONTUNO PRODUCTIONS**

Montuno Productions, Inc., based in the San Francisco Bay Area, provides live music entertainment-related services, including concert production, and artist management and booking. Founded in 2004 by Luis R. Mendoza, MP also offers technology consulting (focused on the entertainment industry), advertising and marketing services. MP was incorporated as a California Benefit Corporation in August 2014.

On July 15, 2020, Montuno Productions received an Alameda County’s Small Local, Emerging Business (SLEB) certification for the following NAICS codes: 541511 (custom computer programming services); 541810 (advertising agency); 561920 (convention and trade show organizer); 711310 (promoters of performing arts, sports, and similar events with facilities).

For additional information, visit [bayarealatinjazzfestival.com](http://bayarealatinjazzfestival.com).

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