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MEDIA CONTACT:
Sarah Ruiz Chavez
(913) 660-6515

***TEJANO MUSIC 2010 HISTORIC WEEKEND
UNITES 30TH ANNIVERSARY OF THE TEJANO MUSIC AWARDS WITH
7TH ANNUAL TEJANO MUSIC NATIONAL CONVENTION!***

LATINPOINTE TO PRODUCE ALL-STAR CELEBRATION JULY 9-11 IN SAN ANTONIO, TEXAS!

SAN ANTONIO, TX – In what is being billed as the most important weekend in the Tejano Music industry, **TEJANO MUSIC 2010** will bring together the **Tejano Music Awards** and the **Tejano Music National Convention** in an unprecedented display of unity from two of the most influential events in the music genre. Olathe, Kansas-based LatinPointe will produce **TEJANO MUSIC 2010** weekend.

“We are pleased to have the Tejano Music Awards join with the Tejano Music National Convention in celebrating our historic 30-year anniversary,” says Frank Salazar, TTMA Board Vice President, “Having the top producers from important events such as the Latino Inaugural Gala, *ALMA Awards* and *Premios Deportés* reinforces our belief that this year’s Tejano Music Awards will be spectacular.”

The Tejano Music Awards will be celebrating 30 years of bestowing the industry’s most prestigious annual honors to the best in Tejano music. The Awards were created in 1980 by the Texas Talent Musicians Association (TTMA) as a way to recognize artistic efforts and achievements in Tejano music. In its 7th year, the Tejano Music National Convention serves as the meeting ground for Tejano music enthusiasts, fans and other music industry representatives, gathered in support of advancing the growth of the Tejano (Tex-Mex) music genre as an original American art form. The three-day event, which will be held in San Antonio for the first time, was created by LatinPointe (LP) in 2004. Past host cities have included Las Vegas and Dallas.

(more)

“This year’s partnership between the two entities will be a Tejano fan’s dream,” said LatinPointe CEO and **TEJANO MUSIC 2010** Executive Producer David Chavez, “Our commitment to the fans is to deliver an incredible, star-studded experience paying tribute to the 30th year milestone of Tejano music honors!”

TEJANO MUSIC 2010 weekend highlights include the Tejano Experience USA Expo and Fanfare featuring live bands and more than 60 exhibitor booths with music artists interacting with fans in a family-friendly setting. Workshops and seminars are scheduled for artists and fans, as well music master classes. A mega dance will feature the hottest recording artists in the industry, as well as to showcase new artists. The weekend culminates with the presentation of the 30th annual Tejano Music Awards.

For the latest announcements on registration, ticket information, and headquarter hotel information, log on to **tejanomusicawards.com** or **tejanomusic 2010.com**. The **TEJANO MUSIC 2010** weekend countdown will officially begin at the upcoming Tejano Music Awards Fan Fair March 19-21 in San Antonio.

LatinPointe, Inc. (LP)

TEJANO MUSIC 2010 is produced by LP, the premier agency specializing in connecting, building, and creating unique brands in the Latino market. Through targeted communications, innovative programming, event marketing, and strategic relationship building, LP has been breaking ground with work on some of the most visible Hispanic brands in the U.S. LP’s CEO David Chavez has stood alone as the only Latino to executive produce two prime-time television specials in both English and Spanish.

The ABC Network *ALMA Awards* and the Univision Network *Premios Deportes*.

Texas Talent Musicians Association (TTMA)

Texas Talent Musicians Association (TTMA) is a non-profit 501 (c) 3 organization whose purpose is to promote professional excellence; a better understanding and greater appreciation for Tejano music; and to provide a public forum for songwriters, performers and musicians in order to recognize their artistic efforts and achievements through the annual Tejano Music Awards and related events.

TTMA is based in San Antonio, Texas: "The Tejano Music Capital of the World."®

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