

LENUSA to Lead Los Tigres del Norte in a Rainmaker Session



DISCUSSION AT POLLSTAR LIVE! 2023

The group will discuss the evolution and influence of Mexican music, plus their current and upcoming tours.

Tulare, CA – February 21, 2023 – LENUSA, the Latin Entertainment Network of the USA, today announced it will lead a panel at Pollstar Live! 2023, the world's largest gathering of live entertainment professionals.

The Rainmaker Session panel, "Mainstream Mexican Music: The Future Is Now," will be moderated by Euler Torres, CEO of LENUSA. Joining Torres will be the group Los Tigres del Norte, winner of multiple Grammy Awards.

The group will give their perspective on the evolution of the Mexican industry and how Mexican music is connecting with audiences throughout the world. They will also touch on their current Siempre Contigo tour, with stops in the U.S. and Mexico throughout the fall, and their role as the headlining act of MicheFest 2023, the first-ever Mexican music traveling festival tour in the U.S. Produced by LENUSA and partners, MicheFest will take place across the country on Saturdays and Sundays from June 3, 2023 through September 10, 2023. In addition to Los Tigres del Norte, the festival will feature over 120 artists at over 25 venues.



A social entrepreneur and a leader in the fight for Hispanic justice, **Euler Torres co-founded** the group Los Malandrines with his brother Esaú. The group was active for 17 years and recorded 15 albums, touring the U.S. with Los Tigres del Norte, La Arrolladora, Banda el Recodo, Intocable, Gerardo Ortiz, and other regional Mexican artists. His experience as a musician coupled with his long-standing support for the Latino community led Torres to co-found LENUSA, a live-entertainment agency with the goal of connecting corporate partners and audiences to the largest Latin concerts, artists, and festivals on the American continent.

"It is an honor for LENUSA to be working closely with Los Tigres del Norte," said Torres. "The Mexican music market, though it has been under the radar of the wider industry, is thriving and growing. Featuring a group who has witnessed its evolution firsthand, our panel will provide an excellent opportunity to showcase this popular music genre."



Los Tigres del Norte is a norteño band based in San Jose, California. With sales of 60 million albums, and the only Mexican group to win 6 Grammy Awards and 12 Latin Grammys, the band is one of the most recognized groups in the genre. The band has been featured in 40 films alongside Mario and Fernando Almada, as well as other well-known Mexican actors.

The band was started by Jorge Hernández, his brothers, and their cousins when they lived in Mocorito, Sinaloa, Mexico. They began recording after moving to San Jose, California in the late 1960s, when all the members were still in their teens.

By 2007, Los Tigres del Norte had sold 32 million records, and by 2015, they had a star on the Hollywood Walk of Fame. That year they also received the Special Recognition (Spanish language) Award at the 26th annual GLAAD Media Awards, for their song "Era Diferente" ("She Was Different"). The band ranked number 15 in Billboard's list of "The 30 Most Influential Latin Artists of All Time."

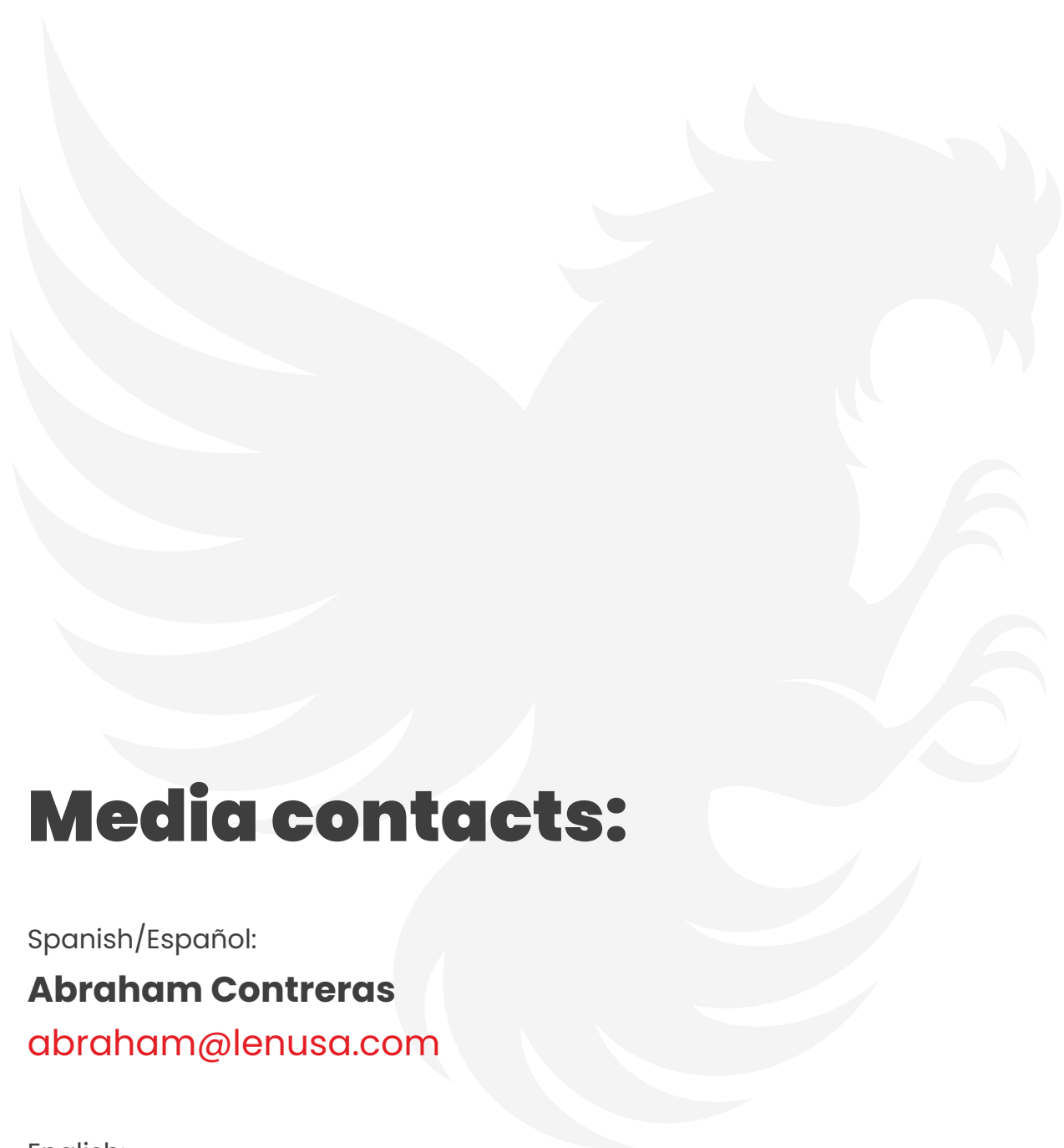
The panel "Mainstream Mexican Music: The Future Is Now" will take place on Thursday, February 23, at 9:45 a.m.

About LENUSA

LENUSA is a live-event entertainment agency connecting the world to the largest Latin concerts and festivals in the world. Using entertainment as a vehicle to empower the Hispanic community economically, culturally, and politically, we are revolutionizing the power of the Latino market throughout the world. LENUSA's technical and business innovations in ticketing, event services, and sponsorship are building the future of Latino entertainment on the thriving genre of music that brings joy to millions of people.

About MicheFest 2023

Initially launched in 2019, MicheFest 2023 is the inaugural and first-of-its-kind touring Mexican artist lifestyle festival in the United States. Featuring top regional Mexican artists, culture, food, drink, and art, MicheFest will travel across the United States this June – September, performing in more than 25 cities. Produced by LENUSA and partners, MicheFest will bring this heightened experiential festival to fans across the United States within the fastest-growing live music genre globally.



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