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TEJANO MUSIC 2010 HISTORIC WEEKEND ANNOUNCES CONVENTION ARTIST LINE-UP!

ADVANCE REGISTRATION, AND OFFICIAL SITE LAUNCH SET FOR APRIL 23!

SAN ANTONIO, TX – LatinPointe, producers of the **TEJANO MUSIC 2010** Historic Weekend, announce today the official line-up of feature performing artists for the upcoming **Tejano Music National Convention** set for July 9-11, in San Antonio. The Tejano Music Historic Weekend brings together the **7th Annual Tejano Music National Convention**, the **30th Annual Tejano Music Awards**, and the **6th Annual Tejano Academy Awards**.

The 3-day Convention highlights include: the **Gran Baile, Artist Showcase & All-Star Tejano Jam**, and the **Tejano Experience USA Fanfare & Expo**. Scheduled Headline Performers for the Convention's **Gran Baile** on Friday, July 9, at the San Antonio Convention Center include: **The Hometown Boys** with special guest **Linda Escobar**; **The Serrata Puro Party** featuring brothers **Jesse Serrata** and **Rene Serrata** with renowned accordionist **Bobby Naranjo**. The evening concludes with Tejano heavyweights **David Lee Garza y Los Musicales** and **Michael Salgado**. Saturday, July 10, feature performers for the Convention's Artist Showcase & All-Star Tejano Jam include: **Thoze Guyz**, **Los DesperadoZ**, **Ram Herrera**, and the All-Star Tejano Jam featuring **The Big Chihuahua's Chente Barrera** and **David Lee Garza** with special guest vocalists **David Marez**, **Raulito Navaira**, and **Emilio Guerrero**. Additional jam artists will be announced later.

The Tejano Experience USA Fanfare & Expo announces the performances of **Los Carnales**, **Candace Vargas**, and **Veronica y Avance**. Additional performing artists will be announced soon. The Fanfare & Expo is set for July 10th and 11th from 10:30 am to 6:00 pm daily, at the San Antonio Convention Center. The Fanfare & Expo will feature over 60 artist booth and two entertainment stages and is free and open to the public.

Additional Tejano Music 2010 Historic Weekend highlights include: Friday July 9, **music industry workshops and music fan seminars** which are free and open to the public. The weekend culminates Sunday July 11, with the presentation of the **30th annual Tejano Music Awards** and **6th annual Tejano Academy Awards**. Nominees, Tributes and Performances will be announced soon.

The official website launch of www.tejanomusic2010.com, as well as advance registration and ticketing, is set for Friday, April 23. The site will have the Weekend's complete schedule, artist updates, and registration prices beginning at \$25, and 30th Tejano Music Awards show tickets, beginning at \$15.

Limited rooms remain at the Tejano Music 2010 Historic Weekend headquarter hotel - the Hyatt Regency Hotel on the Riverwalk. Mention Tejano Music 2010 to receive the special room rate of \$115. The Hyatt Hotel contact information is (210) 222-1234 or (888) 421-1442.

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*.

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