

After Winning The *Best Norteño Album* GRAMMY Award For The Second Year in A Row,
LOS TIGRES DEL NORTE Release New Album RAICES
(‘Roots’) Tomorrow - March 4th

While *Los Tigres del Norte* Has Always Given Voice To The Most Pressing Issues of The Day Facing The Immigrant Community, They Have Also Been Guardians Of Mexican & Mexican-American Cultural History. With The Appropriately Named Raices - The First Of Two *Los Tigres del Norte* Albums Planned For Release This Year - The Legendary Musicians Honor The Best Of That Heritage With Newly Recorded Versions Of Classic Mexican Songs

- In Just Its Third Week At Radio, First Single “*Rumbo al Sur*” Has Already Jumped Into the Top-20 Of Billboard’s “*Hot Latin Songs Chart*”

- Alongside America Ferrera, Kate Del Castillo & More, *Los Tigres del Norte* Also Give A Cameo Performance and Provide Soundtrack Music For The Upcoming Feature Film *UNDER THE SAME MOON (LA MISMA LUNA)* - Set For Release March 19th.

See The Special Music Video Of *Los Tigres*’ “*Por Amor*” Here:

<http://www.univision.com/content/video.jhtml?cid=1452757&channelName=Videos&requestid=210802>

- Look For *Los Tigres Del Norte* To Play For Over 17,000 Hometown Fans On March 22nd in San Jose, Followed By A March 28th Los Angeles Show At The Gibson Amphitheater

During an unrivaled career as “[*Regional Mexican*] music’s greatest statesmen”(NY Times), the family band, known throughout the world as the legendary *Los Tigres del Norte* have been the immigrant community’s leading voice on issues of the day, as well as stewards of the people’s traditions and cultural heritage. While the group continually chronicles the ongoing struggles of Mexican-Americans in the United States, it also provides a musical reminder of home and history. Nowhere was this more evident then when the Hernandez family donated half-a-million dollars to UCLA’s Chicano Studies Research Center to fund the preservation of thousands of the earliest known recordings of Mexican music.

This year, the trail-blazing group plans to release two new albums that will respectively pay-tribute to the musicians that came before them, and then of course continuing their modern day chronicles through corridos. On March 4th, Fonovisa Records will release the new *Los Tigres* album RAICES (“*Roots*”). As the album’s name details, this album finds *Los Tigres* sharing their take on some of the most culturally significant and historic titles from the songbook of Mexican folkloric tradition. The album’s first single “*Rumbo al Sur*” – a famed ranchera with *Tigres* bassist Hernan Hernandez singing lead – is already in the Top-20 after just three weeks

Known for their dedicated touring – that encompasses ten months out of every year, and marathon concerts that can go on for hours at a stretch, *Los Tigres* will next connect with their U.S. fans with a special hometown concert in San Jose on March 22nd that will reach venue capacity of 17,000 fans. That will be followed by a long-awaited return to Los Angeles for a concert at the Gibson Amphitheater on March 28

For more information on *Los Tigres Del Norte*, please contact John Reilly at 212.445.8440 / jreilly@rogersandcowan.com
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