

Latin Music Festival Caliente! in Miami November 21st, 2009 at the AmericanAirlines Arena

Hot, hotter – Caliente! For the first time the best known Latin Music Festival in Europe will bring the ultimate Latin dance experience to Miami, with live concerts from Colombia’s Grupo Niche, Puerto Rico’s Tito Nieves and Jerry Rivera y Orquesta plus special guest Merengue & Bachata super-



star Hector Acosta “El Torito” with his band from the Dominican Republic. Enjoy the sounds of Latin Music’s top DJ’s at the outdoors dance party on the Arena’s East Plaza and see the fantastic salsa dance shows inside and outside the Arena – el gran baile tropical del año 2009 !

Caliente! heats up the AmericanAirlines Arena in Miami

On the occasion of its 15th anniversary, Caliente! will relocate to Miami, the world capital of Latin music where it will certainly cause a lot of excitement. Legendary bands and singers like the Grupo Niche from Colombia and “El Torito” Hector Acosta with his merengue and bachata orchestra from Santo Domingo, as well as Tito Nieves and Jerry Rivera from Puerto Rico with their bands will set the American Airlines Arena on fire. The home base of the NBA’s basketball team, the Miami Heat, is located by Miami harbor and is one of the most modern Venues in America. The Arena hosts monster jams, as well as performances by the biggest international superstars and is constantly bound to experience hedonistic turbulence. Whether it’s Marc Anthony, Mana, Marco Antonio Solis, Shakira, Juanes or Gilberto Santa Rosa, there aren’t any Latino superstars who haven’t not rocked this stadium. Caliente! will become part of a legendary series of events that have ignited the Miami area.

Dancefloors & Dance Shows in the AA Arena and outdoors on the Plaza

During the shows and even before and after them, the Arena turns into a “pista de baile”, a giant dance floor for some hip action and twisting. Not only indoors where there will be a night club atmosphere but also outdoors on the East Plaza of the Arena. Professional dancers will show their skills through tantalizing dance shows set to the hottest sounds of the top DJs. And it will be possible to take time out from the steamy dance action by taking a stroll through the street-market area, where culinary delicacies and exotic drinks will be on offer. Dance to the live music of Tito Nieves, Jerry Rivera, Grupo Niche and “El Torito” Hector Acosta!

The Objective of Caliente!

The Caliente! logo portrays the Earth with the flags of Latin America and the Caribbean. The objective of Caliente! in Miami is to bring all different communities together. Caliente! in Miami presents the best opportunity to experience a musical melting pot. The idea is to provide a comprehensive representation of Latin musical culture. We believe that this will provide a unique platform to present different countries to a wider audience whilst at the same time we expect the first Caliente! Festival in Miami to be an even more authentic, colorful and diverse event than has ever been staged before. Caliente! Miami will take place exactly one week before Thanksgiving, a perfect time to stage such a party, because local hotels have many vacancies at this time and this will facilitate the attendance of Latin Music aficionados from across the USA as well as bring visitors from Europe, Canada, Latin America and the Caribbean.

Caliente! has celebrated its 15th anniversary in Zurich/Switzerland at the beginning of July 2009

For 15 successive years Zurich has caught the Caliente! fever and has become established as the most important Latino festival in the German-speaking area. Year after year, Caliente! has brought the vibrant spirit of the Latin communities in Switzerland and its neighboring countries together. The tropical atmosphere, hot salsa, bachata, merengue and cumbia rhythms, as well as a unique combination of live concerts, dance shows - and a market-place - have attracted over 250,000 visitors to the event. Latin music stars have performed in the Volkshaus while the aficionados hang out in the Mercado Mundial where more than 200 stalls serve food specialities and exotic drinks. The Latin Music Festival Caliente! is the major event of this kind in Europe.

Over the last 15 years, international Latin acts such as Mexican Julieta Venegas, Cubans Issac Delgado and the legendary Compay Segundo, Venezuela's finest, Oscar d'Leon, the Queen of Brazilian axé Ivete Sangalo, Gilberto Gil and the world-famous Brazilian drummers Olodum, Puerto Rican Power, Roberto Roena and great American artists like Herbie Hancock and The Spanish Harlem Orchestra have graced Caliente's stages with memorable performances.

THE ARTISTS

LIVE CONCERTS AT THE AMERICAN AIRLINES ARENA ON NOVEMBER 21st

Tito Nieves y Orquesta (Puerto Rico)

Lots of great singers have played a major role in the history of salsa, be it Hector Lavoe, Gilberto Santa Rosa or the very Tito Nieves, who was born in Puerto Rico but raised in New York. He started his career in 1975 with Orquesta Cimarron. Eventually, he went on to become one of the founders of Conjunto Clasico and, in 1988, he started his solo career, setting himself apart by singing the first salsa hit song in English one year later, "I'll Always Love You". He was also responsible for causing a buzz thanks to his sentimental "rancheras" performed with Mexican star Marco Antonio Solis.

www.titonievesonline.com



Jerry Rivera y Orquesta (Puerto Rico)

When Jerry Rivera is on stage, women's hearts melt and, thanks to his tenor voice, this 36-year old singer takes every woman by storm. Puerto Rican artist Rivera cites genius Frankie Ruiz, who passed away 10 years ago, as his hero. Jerry was born into a musical family which was very supportive from the very beginning of his career. His first record, entitled "El Bebé de la Salsa", was released when he was only 16. Since that time on he has moved on from hit to hit and on his last CD, "Caribe Gardel" he paid tribute to tango legend Carlos Gardel.

www.jerryrivera.com

Hector Acosta “El Torito” y su Orquesta de Merengue y Bachata (Republica Dominicana)

“El Torito” is one of the most accomplished and well-known all-rounders in the Dominican music scene. He started off with merengue but eventually tried his hand at bachata with the Los Toros Band. Acosta hails from Bonao, northwest of Santo Domingo. His voice is absolutely bewitching, thanks to which as a teenager in 1982 he won a music talent competition. Initially, he joined local act Los Gentiles where he was discovered by musical luminary Gerardo Diaz, who launched the Los Toros Band. Nowadays, “El Torito” is a solo act who keeps the right balance between merengue and bachata hits.

www.hector-acosta.com



Grupo Niche (Colombia)

Colombian act Grupo Niche is very popular with the whole Latino community. Everybody knows them and they are among the steadiest and best salsa acts ever. Their live appearances are always electrifying. They were formed 31 years ago in Bogotá by Jairo Varela, who is still a member of the band. The group is now based in the Colombian salsa metropolis Cali. Heavy horn stabs, as well as, a clear convergence of salsa with Colombian genres like cumbia are clear trademarks of Grupo Niche, who have scored lots of hits over the years.

www.gruponiche.com

November 21st, 2009 – Latin Music Festival Caliente!, AmericanAirlines Arena, Miami

Tickets: www.ticketmaster.com

Caliente! information always actualized on www.caliente-miami.com

Tickets (www.ticketmaster.com)

Tickets go on sale Friday, October 16th at 10 a.m.

Ticket prices will increase as the show gets closer!

GA Seats, incl. openair Plaza

\$ 32.-- Oct. 15th until Nov. 1st (Early Bird)

\$ 38.-- Nov. 2nd until 20th

\$ 44.-- Nov. 21st at the door (& ticketmaster)

Dancefloor, incl. GA Seats + openair Plaza + Gate 4

\$ 40.-- Oct. 15th until Nov. 1st (Early Bird)

\$ 45.-- Nov. 2nd until 20th

\$ 50.-- Nov. 21st at the door (& ticketmaster)

VIP Seats, incl. Dancefloor, GA Seats + openair Plaza + Specials tbc. (Drink, Afterparty, Meet & Greet, Gate 4 etc.)

\$ 80.-- Oct. 15th until Nov. 1st (Early Bird)

\$ 90.-- Nov. 2nd until 20th

\$ 100.-- Nov. 21st at the door (& ticketmaster)

Timetable live concerts

7pm	doors open AA Arena
7 – 8 pm	DJ
8 – 9 pm	Tito Nieves y su Orquesta
9 – 10 pm	Jerry Rivera y su Orquesta
10 – 10.30 pm	DJ & Dance Shows
10.30 – 11.30 pm	Hector Acosta “El Torito” y su Orquesta
11.30 – 12.00 pm	DJ & Dance Shows
12 pm – 1 am	Grupo Niche

- Arena DJ, MC and dance shows line up & timetable to follow
- Openair East Plaza outdoor stage DJ, MC and dance shows line up & timetable to follow

Internet

www.caliente-miami.com

www.aaarena.com

www.ticketmaster.com

Contact us

for Ticket competitions/giveaways

- ⇒ for radio-stations, magazines and newspapers, webpages
- mail miami@caliente.ch
- call 786302 7419 (Cell Miami/USA)

Photos + more infos

- ⇒ miami@caliente.ch

Accreditations

- ⇒ miami@caliente.ch

Media Flash

What: Caliente! Latin Music Festival - el gran baile tropical del año 2009
Date: November 21st, 2009
Where: AmericanAirlines Arena Miami
Time: 7pm until 1 am

Line up live Bands AAA 11.21.09

- GRUPO NICHE, Colombia (Salsa) www.gruponiche.com
- TITO NIEVES y Orquesta, Puerto Rico (Salsa) www.titonievesonline.com
- JERRY RIVERA y Orquesta, Puerto Rico (Salsa) www.jerryrivera.com
- HECTOR ACOSTA “EL TORITO” y Orquesta, Republica Dominicana
(Merengue, Bachata) www.hector-acosta.com

www.caliente-miami.com