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QUEBRADITA FEST ADDED TO THE 2023 BIG FRESNO FAIR TABLE MOUNTAIN CONCERT SERIES LINE-UP

Exclusive Big Fair Fan Club Pre-sale starts September 22 with Fair Admission Discount

FRESNO, CALIFORNIA, September 20, 2023...The Big Fresno Fair is thrilled to announce the final show added to the Table Mountain Concert Series in the Paul Paul Theater presented by Modelo Especial, Toyota and Valero. Quebradita Fest, sponsored by O'Reilly Auto Parts and FoodMaxx showcases Mexican banda groups such as Mi Banda El Mexicano de Casimiro, Banda Machos, Banda Maguey and Banda Vallarta Show on Sunday, October 8. This show joins the full line-up that consists of: KMJ's Big Fresno Fair Kickoff Concert featuring WAR, Canned Heat and JJ Walker; En Vogue with special guest Exposé; Carlos Mencia; Elle King; Hairball; Danny Gokey and Ryan Stevenson; Midland; The Beach Boys; The Offspring; 2 Chainz; and Ramon Ayala and Los Trailereros Del Norte.

The Quebradita Fest concert will go on sale first to Big Fair Fan (BFF) Club members, the Fair's free email newsletter, as part of an **online-only** pre-sale starting on Friday, September 22 at 10:00 a.m. and going until Monday, September 25 at 11:59 p.m. During this time, any BFF Club member who purchases concert tickets to one of these shows can also purchase a 50% off Fair admission ticket. Discounted admission and concert ticket must be purchased in the same transaction. Tickets will then go on sale to the general public at the Fair Box Office or online on Tuesday, September 26 at 10:00 a.m. Box Office hours are Monday through Friday from 9:00 a.m. - 4:00 p.m.

BFF Club Members received a special password via email; new BFF Club Members will receive the password in their confirmation email when they sign up! Know someone who isn't a part of the BFF Club, but would like to purchase their concert tickets AND receive 50% off Fair admission ahead of time? Tell them to sign up for free at www.FresnoFair.com/BFFClub.

MORE ABOUT THE NEW CONCERT ADDED!

Quebradita Fest featuring Mi Banda El Mexicano de Casimiro, Banda Machos, Banda Maguey and Banda Vallarta Show

Sunday, October 8 at 7:00 p.m. | Ticket Prices: \$95, \$75, \$55 and \$35

Known for its iconic music, **Mi Banda el Mexicano** is finding its place today as a viral music sensation - performing not only regional Mexican music, but also rock and jazz. Mi Banda el Mexicano was originally formed in 1973 as a rock group, then evolved to synthesized Sinaloan banda music in the 80s, ultimately hitting its stride in the 90s with a technocumbia sound (also known as technobanda). In 1993, they released their hit "Bailando de Caballito" which put them on a path of success that crossed borders, from Mexico to the United States, Central America to South America. In its 47-year history, Mi Banda el Mexicano has achieved 25 gold albums and many awards and nominations.

Banda Machos hails from Jalisco, Mexico, and has a career spanning over 24 years and 24 albums, plus multiple awards and nominations. Banda Machos modernized the traditional Sinaloan banda style, augmenting the genre's traditional big, brassy sound with amplified instruments, flashy keyboard





flourishes and their longtime battle cry “Arre Macho!” Banda Machos' 1992 breakthrough album, *Sangre de Indio*, included the radio hit “El Gato y el Raton” that helped launch the Quebradita sound. In 1993, Banda Machos was crowned “La Reina de las Bandas” at the Viva México festival in Chicago. They achieved even wider acclaim in 2008, when they released their first YouTube video in conjunction with the album, *Proximo Tonto*, garnering millions of views throughout the world. Following the release of “La Huella de Mis Besos” in 2018, Banda Machos was acknowledged by the International Human Rights Commission for its commitment to fighting music piracy. Banda Machos is an iconic band that’s performed throughout the world and nation, including stops at the Los Angeles Memorial Coliseum and New York’s Madison Square Garden.

Banda Maguey is a musical group from Jalisco, Mexico. They originated in Villa Corona, also home to Banda Machos, who along with Banda Maguey have been called the two most successful champions of the “technobanda” sound. During the 1990s, Banda Maguey dominated the radio waves with the debut of their album *Tumbando Caña*, which contained a number of hits including “El Alacran” a cover originally sung by La Sonora Matancera. In 1995, Banda Maguey released *La Estrella De Los Bailes*, which featured hit singles “Como La Luna,” “Si Tú No Estás,” “Que Sacrificio,” and “Eva Maria” that climbed the music charts!

Banda Vallarta Show is a Mexican musical group formed in Los Angeles, California. Their success began in the early 90s and continues to this day, making them one of the most important and influential groups of Mexican music internationally. Their main successes are: “Esa Chica Me Vacila,” “Provócame,” “Te Ves Bien Buena,” “Tu Pum Pum,” “Muévelo,” “Ven y Ven,” among others, which are still frequently played on radio stations and all streaming platforms. In 1995, the band renewed their image after the departure of former band member Ezequiel Peña, which has allowed the band to continue with all project throughout the United State, Mexico, and Central and South America.

About The Big Fresno Fair:

The Big Fresno Fair, founded in 1884, is the 5th largest fair in the state of California and represents the 21st District Agricultural Association. Nearly 600,000 people from throughout the state visit The Big Fresno Fair each year, making it the largest annual event in the Central Valley. Members of the Board of Directors include: Terry Gonsalves, President; Gary Chahil, Vice President; Frank Flores, Secretary/Treasurer; Linda Mae Balakian Hunsucker; Jerry Pacheco; Annalisa Perea, Chuck Riojas and Lawrence Salinas. Christina Estrada heads the daily operations in her role as Interim CEO. The 2023 Big Fresno Fair will run October 4 – 15. More details at: www.FresnoFair.com.

Resources:

Big Fresno Fair Logo & Artist Publicity Photos | <https://spaces.hightail.com/space/NvqcdG4vTl>

Mi Banda el Mexicano de Casimiro | www.facebook.com/casimirozamudios/

Banda Machos | www.instagram.com/BANDAMACHOSOFICIAL

Banda Maguey | <https://www.youtube.com/channel/UCnWUzbF0AQlfrxtR0oa4MzA>

Banda Vallarta Show | www.instagram.com/vallartashowoficial/

