



**FOR IMMEDIATE RELEASE**

August 22, 2013

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**Los Cenzontles launches "Supporting Roots" Capital Campaign  
Jackson Browne headlines Richmond benefit with guest artist David Hidalgo**

(San Pablo) Los Cenzontles (pronounced los senn-sont-less) announces the launch of its "Supporting Roots" Campaign to raise funds to expand and renovate its facility and expand its renowned cultural arts programming. Los Cenzontles (The Mockingbirds) is a factory of musical culture based in California. Deeply rooted in tradition, its professional musicians and mentors redefine Mexican American culture with a contemporary voice. Through a nationally acclaimed musical group, a media production company, and a youth Academy, Los Cenzontles focuses on the future by bringing youth to the forefront of its mission and music.

Singer songwriter Jackson Browne and David Hidalgo will kick off the campaign drive with a very special concert at the Richmond Craneway Pavilion on Sunday, September 29 at 7:00 PM. Los Cenzontles touring group and students will also perform.

The \$2 million campaign will allow the nonprofit organization to renovate and expand its storefront, providing 30 percent more space for additional classrooms that will include a new dance studio, art room, soundproofing, storage and a kitchen for cooking classes. The campaign will also provide production equipment upgrades, additional staffing and financial reserves to ensure long-term organizational stability.

The *Supporting Roots Campaign*, co-chaired by singer Linda Ronstadt, Dr. Sandra Hernandez and Steve Oliver, was recently bolstered by a \$500,000 grant from the Ford Foundation.

Says Los Cenzontles Founder and Director Eugene Rodriguez "To receive major support from Jackson Browne, Linda Ronstadt and the Ford Foundation is recognition that Los Cenzontles has come a long way since its grass roots origins. We now sit among the top California organizations and have statewide and national impact in the field of the cultural arts. Many communities are looking to us as a model for community arts programming. We want to fulfill this role. The Supporting Roots Campaign significantly enhances our ability to serve our mission."

Eugene Rodriguez formed Los Cenzontles as an arts residency in 1989. He incorporated the nonprofit organization in 1994 and moved into the Dias Plaza storefront on San Pablo Avenue in 1998. "We have been bursting at the seams with our Academy classes, production projects, storage and office space needs. Our goal is to have the project completed by Spring 2014, in time for Los Cenzontles' 25th Anniversary.



LC Academy serves 650 students each year. It creates dozens of cultural videos and songs with over 1.4 million upload views online. The performing group performs for 25,000 people per year in partnership with numerous agencies nationwide and internationally. The organization promotes cultural investment and dialogue to strengthen youth, families and communities.

The Ford Foundation gift for the *Supporting Roots Campaign* joins gifts from The William and Flora Hewlett Foundation, The Walter & Elise Haas Fund, LINC, The Dean and Margaret Leshner Foundation, Oliver & Co., and The Fleishhacker Foundation, NCCLF. Los Cenzontles has raised \$1.1 million and strives to raise an additional \$900,000 to complete its campaign.

Linda Ronstadt says that Los Cenzontles' uniquely high quality arts education for young people and families to build their voices and strength of character is especially important as young Latinos are the fastest growing demographic in the nation. "Their success is our success. I invite and encourage the public to join in support of this important organization by giving to the Supporting Roots Campaign and allowing it to continue to train and inspire new voices."

Tickets for the Craneway Pavilion benefit with Jackson Browne, David Hidalgo and Los Cenzontles can be purchased here: [www.jacksonbrowne.com](http://www.jacksonbrowne.com)

For more information about Los Cenzontles and the *Supporting Roots Campaign* visit [www.loscenzontles.com](http://www.loscenzontles.com) or call Lauren Merker at (510) 233-8015.

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