

"We Create Community Through
People, Parks, and Programs"



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Redwood City presents
Redwood City Salsa Festival
Community Celebration

Redwood City, CA – Redwood City is going to be sizzling during its 7th annual **Salsa Festival**, on Saturday September 27th, 2014. Multiple stages featuring a variety of Latin Music, including Salsa and Jazz, will fire up Redwood City with music and dancing all day long. Plus, this year we've expanded our cultural offering with an additional Reggae Stage. Amateur and professional Salsa Chefs will compete for fun, prizes and Salsa Glory, at the mouth watering and exciting Salsa Tasting & Competition, where the public takes part in the judging. Public tasting is from 12-5pm, but come early to be sure to sample the most popular! Along with tasty salsa, local restaurants will also

A vibrant poster for the 7th Annual Redwood City Salsa Festival. The background is a fiery orange and red gradient. At the top, it says "7TH ANNUAL REDWOOD CITY SALSA FESTIVAL" in large, stylized green letters. Below that, it says "PRESENTED BY facebook" in a blue box. The main text lists the date "SATURDAY, SEPTEMBER 27, 2014" and the times "12:00-8:00 FESTIVAL • 12:00-5:00 TASTING AREA". The location is "COURTHOUSE SQUARE, DOWNTOWN REDWOOD CITY". The poster lists various activities: LIVE MUSIC, SALSA TASTING COMPETITION, KIDS AREA, MICROBREW TASTING, TEQUILA TASTING, ARTS & CRAFTS, SALSA STAGE (with performers PA'L BAILADOR, ORQUESTA SABORICHE, EDGARDO CAMBON & LATIDO, and VIBRASON), LATIN JAZZ STAGE (with performers RAY OBIEDO & MISTURA FINA, BRIAN ANDRES & THE AFRO CUBAN JAZZ CARTEL, and ED JOHNSON & NOVO TEMPO), REGGAE STAGE (with performer NATIVE ELEMENTS), and RAFA. The poster also features a large illustration of a red chili pepper with a sombrero on top. At the bottom, there are logos for sponsors: T48 TELEUNDO, NBC BAY AREA, Chavez Supermarket, viva bien KAISER PERMANENTE, xfinity, MENLO CONSULTING, and 93.7 KZZZ. It also includes the website REDWOODCITYEVENTS.COM and social media icons for Facebook and Twitter.

offer their delicious fares throughout the day. The festival features public Tequila Tasting, FREE hands-on art projects, a Children's Play Area complete with bounce houses, and much more.

Redwood City's Salsa Festival guarantees a fun-filled day of tongue-tingling salsa, great activities, music, entertainment, dancing, food, beverages, and a wonderful time for the entire family from noon until 8 pm.

Music spread throughout downtown!

- Courthouse Square Salsa Stage
- Latin Rock Stage
- Reggae Stage

Competitions galore - with new prizes this year!

- People's Choice Award
 - \$500 prize and award for 1st place
 - \$350 prize for 2nd place
 - \$250 prize for 3rd place
- \$250 prize and award for "Best Mild" salsa
- \$250 prize and award for "Best Hot" salsa
- \$250 prize and award for Best Decorated Booth (increased prize!)
- Public Salsa Tasting from 12-5pm

Fun activities for the entire family:

- Hands-on FREE Art Projects
- Tequila Tasting
- Microbrew Tasting
- Children's Play Area

Culture abounds in Downtown:

- City and Community Booths
- Local food vendors offering their delicious fares

Encompassing 11 city blocks of Downtown Redwood City, much of the event takes place on Broadway between Middlefield and Hamilton and on the beautiful Theatre Way. Theatre Way and parts of Broadway will be pedestrian-only, making this a family-friendly event not to miss! Downtown Redwood City, with its lively and active music, theater, dining, and shopping scene, is truly the heart of the community and is known as the entertainment hub of the San Francisco Peninsula. Plus, Redwood City's Caltrain station is just a short walk from Downtown and the festival. Be a part of the community with Redwood City's Salsa Festival and celebrate the culture and heart of the SF Peninsula.

Stage Schedule

Courthouse Square Salsa Stage

- 12:00pm Orquesta Soboriche
- 2:00pm Edgardo Cambon and Sexteto "LaTiDo"
- 4:00pm VibraSON
- 6:00pm Pa'l Bailador

Latin Jazz Stage

- 1:00pm Ed Johnson and Novo Tempo featuring the music of Antonio Carlos Jobim and Ivan Lins
- 3:00pm Brian Andres and the Afro Cuban Jazz Cartel
- 5:00pm Ray Obiedo and Mistura Fina

Reggae Stage

- 12:00pm Native Elements
- 2:30pm Servants

Salsa Festival Artist Information - September 27, 2014

Courthouse Square (Salsa) Stage

12pm Orquesta Soboriche

Orquesta Saboriche knows how to turn up the heat. Each member of this swinging, high-energy band has a passion for the music. From classical concert halls to the streets of Cuba, Orquesta Saboriche's members represent the vast diversity of skills and talents required for a world-class salsa band.

<http://www.orquestasaboriche.com/>

2pm Edgardo Cambon and Sexteto "LaTiDo"

"LaTiDo" is the Spanish word for heartbeat and also a play in words with the three musical notes: La-Ti-Do. Often described as a "Power Salsa 5tet," the band specializes in Latin danceable traditional music styles, like Mambo, Son, Cha-Cha-Chá, Cumbia, Merengue, Bolero, Bachata, and other styles combinations usually played under the generic denomination of "Salsa" by much larger bands. From the Cuban flavor of Buena Vista Social Club to the New York 70' Salsa grooves of Rubén Blades, passing thru Celia Cruz to Trio Los Panchos, to today's Marc Anthony songs, LaTiDo's music will grab your attention from start to finish.

<http://latidoson.com/>

4pm VibraSON

VibraSÓN is the Bay Area's newest salsa/Latin band playing both the classic and contemporary Salsa and Latin Jazz music that dancers and audiences both crave. The band was formulated by Jake Jacobs, a Bay Area dance teacher and musician for over 20 years as the result of an idea to bring a special kind of music to audiences there. The music is very famous, and was popularized decades ago in the 1960s and 1970s when Boogaloo was making its way into the New York Latin scene, by such great artists as Joe Cuba, Jimmy Sabater and New Swing Sextet, and Bloque53. Is it cool? Yes, very -- with a smaller configuration band featuring the alluring

sounds of the vibraphone. Is it hot? Extremely! -- bringing forth the hot rhythms that make salsa irresistible! This is music for the ages, that live on and on.

<http://vibrasonmusic.com>

6pm Pa'l Bailador

Pa'l Bailador, "The Dancers Salsa Band," is a twelve-piece salsa orchestra with high energy and an authentic swing. Pa'l Bailador is the San Francisco Bay Area's hottest Salsa band and fuses the sounds of New York and Puerto Rico, while playing all of the latest hits as well as original scores. Founded in 2009 by Neftali Rosado Jr., co-founder of Temblor Productions, the Oakland based group is made up of some of the most prominent and talented musicians in the San Francisco Bay Area. With a style and repertoire that compares to no other, Pa'l Bailador offers a unique sound that leaves dancers craving more.

<http://www.salsapb.com>

Video at: <http://www.youtube.com/watch?v=wPvUO4nX5dM>

Latin Jazz Stage

1pm Ed Johnson and Novo Tempo featuring the music of Antonio Carlos Jobim and Ivan Lins

Classical. Brazilian. R&B. Jazz. Afro-Cuban. Popular Rock and Roll. ED JOHNSON's mastery of so many different styles, coupled with a passion for harmony vocal and horn arrangements, all factor into a magical blend of vibrant, original contemporary jazz that is winning fans and airplay worldwide. Ed's original music is evocative of Brazilian pop, but unlike anything you've heard before. Ed's fourth and latest solo release *The Other Road* has garnered critical acclaim from *JazzTimes* and other jazz journals and webzines. His previous releases, 2004's *Movimento* and 2002's *Over That Wave*, also received numerous glowing reviews, and the trio of recordings has enjoyed wide national and international airplay.

For this year's Salsa Festival, Ed brings a powerhouse sextet version of his band Novo Tempo for a special tribute to the music of Ivan Lins and Antonio Carlos Jobim, two of Brazil's most iconic songwriters who have been a major influence on Ed's compositional and vocal style. With this stellar ensemble of musicians, Novo Tempo's performance promises to deliver a dynamic listening experience for festival goers.

<http://www.edbjohnson.com/novotempo.html>

3pm Brian Andres and the Afro Cuban Jazz Cartel

The San Francisco Bay Area has been a historic hotbed for Latin Jazz artists, from Cal Tjader and Armando Peraza, to John Santos and Wayne Wallace. It is from this tradition that The Afro-Cuban Jazz Cartel arrives. Lead by drummer Brian Andres, the group was formed to contribute its own mark to that storied history. Their repertoire consists of original compositions and arrangements of classics from Cuba, Puerto Rico, Mexico and the United States.

The ACJC has two CD's. The first, *Drummer's Speak*, released in 2007, hailed the arrival of the group and features 9 songs that were composed by well known Jazz drummers and percussionists. In 2013, the ACJC released its second recording, *San Francisco*. Focusing on the composing, arranging and performing talent of the SF Bay Area Latin Jazz scene, the recording

debuted on the CMJ Jazz Top 40 at number 39. The Afro-Cuban Jazz Cartel will continue to expand their catalog by returning to the studio in early 2015 to work on a third recording.

<http://www.brianandres.com/afro-cuban-jazz-cartel>

5pm Ray Obiedo and Mistura Fina

Ray Obiedo and Mistura Fina bring the beautiful rhythms and vocals of Brazil, while the Caribbean sound of Steel Pans adds yet another dimension to the fire. Mistura Fina is made up of some of the finest jazz musicians from the San Francisco Bay Area. With its heavy influence of Brazilian & Afro Cuban rhythms, a traditional West Coast Latin Jazz sound is always at the core of the ensemble. Guitarist/composer, Ray Obiedo, formed this group in 2007 to further explore his love of Latin music. His compositions for the group are drawn from many musical influences, including contemporary Jazz and Funk, Caribbean as well as other music genres. The rhythm section includes some of Obiedo's mainstays over the past few years, vocalist Sandy Cressman, steel pan master Phil Hawkins, reed player Alex Murzyn, pianist Bob Karty, bassist Dave Belove, percussionist Derek Rolando, and drummer Colin Douglas. Ray Obiedo and Mistura Fina work with a wonderfully rich array of textures and colors, melding together all of it's musical elements for a delightfully distinct Bay Area flavor.

<http://www.urbanmusicpresents.com/ray-obiedo>

Reggae Stage

12pm Native Elements

San Francisco powerhouse, Native Elements has been keeping the energetic, feel-good reggae tradition alive in the Bay Area for over 19 years. Comprised of 10 seasoned musicians with decades of experience in rock, metal, blues, jazz, R&B and hip hop, this eclectic and fearless crew meld their unique influences into a contemporary, melodic horn-driven party taking their listeners through improvisational peaks and valleys from blazing guitar to soaring saxophone wails. Having grown up together since elementary school (playing in garage bands and skateboarding), Native Elements bring a uniquely warm experience to the stage that is both entertaining and uplifting...Fun for all!!

<http://www.reverbnation.com/nativeelements>

2:30pm Servants

Servants pay attention to the roots of the conscious music they cherish and preserve, adding original touches to their deep groove reggae sounds. The members – Vili Mahe, Vaea Salt, Filipino Motulalo, Dave Ioramo, Al Ortegon, Mano Kolo, and Henry Catalan – have played major local clubs and festivals and have shared the stage with greats from Lucky Dube to Midnite.

<http://www.reverbnation.com/servantsreggae>

Redwood City's Salsa Festival is proud to be supported by the following sponsors:

Presenting Sponsor: Facebook

Salsa Tasting Competition Sponsor: Chavez SuperMarket

Official Beer Sponsors: Tecate, Dos Equis

Supporting Sponsors: Xfinity, Kaiser Permanente

Community Partners: Redwood City Downtown Business Association, Redwood City Parks & Arts Foundation, Menlo College

Media Sponsors: NBC Bay Area, Telemundo, 93.3 La Raza

For more information please email lwilder@redwoodcity.org or go to <http://www.redwoodcityevents.com/salsafest.html>. Visit Redwood City's award-winning website at www.redwoodcity.org for information about the City and its services, the community, recreation programs, education, City government, and local business. Subscribe to Redwood City's event newsletter by emailing recnews@redwoodcity.org.

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