



For Immediate Release
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Brava! For Women in the Arts & Acción Latina present the

2nd Annual San Francisco Son Jarocho Festival

WHAT: 2nd Annual San Francisco Son Jarocho Festival

WHO: Son de Madera, Los Soneros del Tesechoacan, Cambalache, Dia Pa' Son

WHERE: Brava Theater Center, 2781-24th Street at York, San Francisco, CA 94110

Yerba Buena Center Gardens, 701 Mission Street, San Francisco, CA 94103

WHEN: August 15–18, 2013.

TICKETS: For information and tickets log on to <http://www.brava.org> or call 415-641-7657.

2013 marks the second year of the San Francisco Son Jarocho Festival, presented by Acción Latina and Brava! for Women in the Arts, with an additional concert co-presented by Yerba Buena Gardens Festival. The Son Jarocho Festival will take place in San Francisco August 15-18, 2013 and will be headlined by acclaimed Son Jarocho pioneers **Son de Madera** from Xalapa, Veracruz and cultural ambassadors **Los Soneros del Tesechoacan** from the border region between the Veracruz and Oaxaca states of Mexico.

This year's lineup:

Thursday, August 15 - from 12:30 p.m. to 1:30 p.m. A free outdoor lunchtime concert with **Son de Madera**, presented by the Yerba Buena Gardens Festival, will take place at Yerba Buena Gardens in San Francisco. The concert will be followed by an evening screening of the documentary film "**Soneros del Tesechoacan**" at 7 p.m. at the Brava Theater, along with Q&A with the artists and a discussion about the issues facing the Son Jarocho community today.

Friday, August 16 - 8p.m. **Los Soneros del Tesechoacan** will perform at the Brava Theater along with **Cambalache**, a dynamic group of musicians from Los Angeles, led by requintero and luthier **Cesar Castro**.

Saturday, August 17 - 8p.m. at the Brava Theater Center, **Son de Madera** will play an evening concert, along with **Dia Pa' Son**, who will present their ultra-local interpretations of traditional Son Jarocho music.

Sunday, August 18 - Dedicated to workshops, including master classes and instruction for beginners on requinto jarocho, jarana, zapateo and more.

For more information visit: <http://www.SFSJF.org>.