

**BALLET HISPANICO ANNOUNCES FIRST-EVER  
PERFORMANCE AT THE APOLLO THEATER  
SPONSORED BY GOYA  
SATURDAY, DECEMBER 17, 2011**

*World Premiere of Artistic Director, Eduardo Vilaro's, ASUKA*

*To Feature Live Music of GRAMMY Winners Arturo O'Farrill and the Afro Latin  
Jazz Orchestra*

*Tickets On-Sale Wednesday, October 26, 2011*

**New York, NY – October 26, 2011** – Ballet Hispanico, the nation's preeminent Latino dance company and a staple of the American cultural scene, announced that their first-ever performance at the Apollo Theater, sponsored by Goya in celebration of their 75<sup>th</sup> Anniversary, will take place on Saturday, December 17, 2011. The program will feature the live music of GRAMMY winners Arturo O'Farrill and the Afro Latin Jazz Orchestra, in addition to the world premiere of Artistic Director Eduardo Vilaro's first work for Ballet Hispanico, *ASUKA*

The company, famous for bringing a unique blend of Latin dance and classical and contemporary techniques to the stage, will perform a 90 minute program which includes three pieces: *ASUKA*, *CLUB HAVANA* and *TITO ON TIMBALES*. The first piece, *ASUKA*, is choreographed by artistic director Eduardo Vilaro, honoring the life and music of Grammy Award winner Celia Cruz.

"It's no secret the impact Celia Cruz had on the Latino community. However, what was remarkable was her ability to touch the souls of people around the world through her music," stated Vilaro. "It was only fitting that my first piece for this company would be a tribute to her amazing life, performed on stage of the cultural mecca that is the Apollo Theater."

In *CLUB HAVANA* the intoxicating rhythms of the Conga, Rumba, Mambo, and Cha Cha are brought to life by choreographer Pedro Ruiz, himself a native of Cuba, as he imagined his very own "Club Havana." *TITO ON TIMBALES* is set to the music of Apollo Legend Tito Puente, Sr. This revival is a tribute to the master (Puente) whose sophisticated patterns and impassioned rhythms move us to this very day. Both pieces will be performed live by Arturo O'Farrill and the Afro Latin Jazz Orchestra.

"Goya is proud to support the first performance by Ballet Hispanico at the Apollo Theater, landmark of a neighborhood that has been so loyal to our brand for so many years," said Rafael Toro, director of Public Relations at Goya Foods. "As we celebrate our 75th anniversary, aligning ourselves with the artistry and brilliance of Ballet Hispanico and its goal to preserve our cultural

roots magnifies the gratitude that Goya feels toward the communities that have been with us for all these decades.”

Tickets start at \$28 for the 2:00pm and 8:00pm shows and can be purchased at the Apollo Theater Box Office – 253 West 125<sup>th</sup> Street, call (212) 531-5305 or via Ticketmaster at 1-800-745-3000, [www.ticketmaster.com](http://www.ticketmaster.com).

### **About Ballet Hispanico**

Celebrating 41 years of dance and culture, Ballet Hispanico was founded by Tina Ramirez and is recognized as the nation’s preeminent Latino dance organization. From its grassroots origins as a dance school and community-based performing arts troupe, Ballet Hispanico has grown to become a world-class cultural institution. Under the artistic leadership of Eduardo Vilaro, the professional Company, School of Dance, and Education & Outreach programs serve as catalysts for cultural dialogue and are the vehicles through which Ballet Hispanico celebrates and shares the dynamic aesthetics of the Hispanic diaspora with all communities. For more information, visit [www.ballethispanico.org](http://www.ballethispanico.org). Follow Ballet Hispanico on [Facebook](#) and [Twitter](#).

### **About the Apollo Theater**

Celebrating its 75<sup>th</sup> anniversary in 2009, the Apollo Theater is one of Harlem’s, New York City’s, and America’s most iconic and enduring cultural institutions. The Apollo was one of the first theaters in New York, and the country, to fully integrate, welcoming traditionally African-American, Hispanic, and local immigrant populations in the audience, as well as headlining uniquely talented entertainers who found it difficult to gain entrance to other venues of similar size and resources. Since introducing the first Amateur Night contests in 1934, the Apollo Theater has played a major role in cultivating artists and in the emergence of innovative musical genres including jazz, swing, bebop, R&B, gospel, blues, soul, and hip-hop. Ella Fitzgerald, Sarah Vaughan, Billie Holiday, Sammy Davis, Jr., James Brown, Bill Cosby, Gladys Knight, Luther Vandross, D’Angelo, Lauryn Hill, and countless others began their road to stardom on the Apollo’s stage. Based on its cultural significance and architecture, the Apollo Theater received state and city landmark designation in 1983 and is listed on the National Register of Historic Places. Visit [www.apollotheater.org](http://www.apollotheater.org) to learn more.

### **About Goya**



Founded in 1936, Goya Foods, Inc. is America’s largest Hispanic-owned food company, and has established itself as the leader in Latin American food and condiments. Goya manufactures packages and distributes over 1,600 high-quality food products from the Caribbean, Mexico, Central and South America. Goya products have their roots in the culinary traditions of Hispanic communities around the world; their combination of authentic ingredients, robust seasonings and convenient preparation make them ideal for every taste and every table. For more information on Goya Foods, please visit [www.goya.com](http://www.goya.com)

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