



**January 23, 2020-FOR IMMEDIATE RELEASE**

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**Ixtapa-Zihua Truly Came Alive In January 2020 With Great Music And Fun With The Tequila Blues & Rock Explosion Festival #3. It Was Often Called "Your Best Fest Ever" By Our Loyal Fans. Fundraising For Our Partner Causes Continues In February With The Very Special "The Doors Experience" Anniversary Tribute Shows On February 28 & 29**

Tequila Blues & Rock Explosion Events & Fests Met All It's Key Objectives In January 2020. We Provided Great Music by World Class Visiting Performers, Fun-Fun-Fun Nights Out For Our Fans, and Support For Community and Causes. The Music of our Lives Came Alive in Ixtapa at Villas Paraiso Hotel on January 10-12 & January 17-18.

Newcomers **Evelyn Rubio** of Houston, Texas, **Gil Gaidola** of Hamilton, Ontario and **Fonzeca CPP Group** of Monterey, MX came to the Fest and totally captivated fans with their performances. All will be invited back for the January 2021 Tequila Blues & Rock Explosion Festival in Ixtapa, Mexico as Blues & Rock once again takes over January in Ixtapa-Zihua, MX. **Melodi Ryan** opened every show with her soft soul rock that helped give us the music mix we wanted. A great supporter of our Causes too and she will be back soon. **Tuck Foster** of Spokane, Washington was a walk-on act the first weekend, well received, and folks want to hear more from him too.

Returnees **Charlie Jacobson**, **Geoffrey Dahl**, **Chris Dahl**, **Enrique Tritton & Lorena Cabrera Bernal** and their **Tangerine Band**, and **Isidoro Negrete** with his Maquina de Blues band, gave us amazing performances and a full out effort, as well as helping organize the Fest, as we knew they would. It's why they were back and now our good friends always.

Fest Chairperson, Bob Rempel said, “our Fest fundraising would not have been possible without the support of all the great Performers who came to Ixtapa this year, in previous years, and in future years. It all started with them being truly willing to work within the Tequila Blues & Rock Explosion Fest & Events structure and overall purpose. We all truly did ‘Come Together’. We are forever grateful to them. They are quality people.”

Rempel added, we also owe a large debt of gratitude to the great support of the owners of **Villas Paraiso Hotel and Restaurant**, Ricardo Gomez Sr. & Jr. for their donation of Hotel Rooms and Meals and More To Our Many Performers and Volunteers. They were most accommodating to all our needs. It was our first year at this facility, but it passed the test for music very successfully. More events upcoming. Their staff worked tirelessly to help all our fans.

Without key volunteers who work long hours and show up every day and adopt the Fest as their own, events like this couldn't occur. We want to recognize Kevin LaFond of Edmonton on the sound-board every day both weekends, Ken and Sharon Ristau of Kelowna for important assistance in promotion, marketing and customer experience and Aury Paladi of Ixtapa-Zihua for her help in customer experience every night.

Fans directly contributed, and the Fest will make a donation to the Causes, for a total of 30,290 pesos raised at the 2020 Events. 6,600 pesos of that total came directly from our Fans through draws and their “hat” donations. Forty percent of that will be allocated to Amigos de Animales and the great work of Staysa Briggs in animal rescue in this region. The remainder will be equally divided between our other Animal Rescue cause (Animales Angels MX) and our two Kids' Causes: Birthday/Navidad Smiles & Realizing Potentials.

The total raised from Tequila Blues & Rock Explosion Events for community and causes since our first event in January, 2018 in Ixtapa-Zihua, MX is now 155,290 pesos. More is needed for all our partner causes, so additional great music shows, for fun and fundraising have been scheduled, said Rempel.

**On Friday and Saturday February 28 & 29**, the very popular 2+ Hours **The Door Experience Tribute Show with Dinner & Drinks** will return to Ixtapa at Villas Paraiso Hotel. With the Large Dance Floor At The Pool Side Stage. The Crystal Ship band of Mexico City brings a true homage to The Doors back here and our fans will be the real beneficiaries. So many great hits, great music we all love. “The Music Of Our Lives”. Last time they were here, they closed the show with extended versions of RoadHouse Blues, Gloria and L.A. Woman. The crowd of over 200 was ecstatic. Come and dance all night, or just enjoy the high quality musicianship of a 5 piece live music band who have done this show over 100 times in the past 10 years. Buy tickets online now at <https://tinyurl.com/buyDoorstickets/>

**On Friday and Saturday February 14 & 15 Valentine's Day Weekend** it's Classic Rock-The Music Of Our Lives & Salsa for Lovers at Villas Paraiso Hotel. A Tequila Blues & Rock Approved Playlist with a great dinner and drinks package at the very romantic Villas Paraiso Hotel Poolside location. Get Your Special Love Song Played! More events to be announced when fully scheduled.

## **Appendix:**

### About Tequila Blues & Rock Explosion Fests

The Fest is aptly termed locally, “The Fest That Love Built” or our own local “Live Aid Mexico”.

In 2019 over 450 people attended events over three days in Ixtapa-Zihuatanejo helping bring the total fundraising to 120,000 pesos for a Ixtapa-Zihuatanejo orphanage over 6 events. A previous 2018 event attracted another 250 fans. Additionally, an event was held in July, 2019 in Mexico City for the Animales Angels MX Project which raised over 5,000 pesos in contributions, and in kind, for Mexico City/Toluca street animal rescue.

The Ixtapa-Zihuatanejo events are funded solely by sales of Passes and Tickets and the support of the Organizers. Yearly growth comes from an ever increasing fan base from Canada, USA and Mexico, and adding new partners and events.

## **MORE INFORMATION:**

For more information on the Festival and all Events go to

<https://bestformexico.com/bluesfest/> and our Facebook page:

<https://www.facebook.com/tequilabluesfests/> Festival Or Concert Tickets Online:

<https://bestformexico.com/bluesfest/festivaltickets/> or

<https://tinyurl.com/buyDoorstickets/> or <https://tinyurl.com/buyfestpasses/>

Email: [tequilabluesfest@gmail.com](mailto:tequilabluesfest@gmail.com) telephone: +52 755 101 5989 (mobile/whatsapp)

Playlists: The Music Of The Fest & 2020 Performers Playlist At YouTube:

<https://tinyurl.com/2020playlist/> (shortlink)

Video Links: 2020 Promo Video For Fest & Ixtapa-Zihua: With Comments:

<https://www.facebook.com/bobrempel1/posts/10220911516076320>

Promo Video Direct:

<https://www.facebook.com/bobrempel1/videos/10220911482235474/>

Other Useful Links: Latest Posts: <https://bestformexico.com/bluesfest/blog/>

**In the News:** December 27, 2019:

<https://mexiconewsdaily.com/news/come-for-the-music-stay-for-the-beach-is-theme-of-rock-and-blues-fest/>

2019 Festival Wrap Up

English:

[https://bestformexico.com/bluesfest/wp-content/uploads/2019/01/English-News-Release\\_Media-Advisory-Tequila-Blues-Explosion-Festival-II-January-19-2019.pdf](https://bestformexico.com/bluesfest/wp-content/uploads/2019/01/English-News-Release_Media-Advisory-Tequila-Blues-Explosion-Festival-II-January-19-2019.pdf)

Spanish:

[https://bestformexico.com/bluesfest/wp-content/uploads/2019/01/Spanish-Version-News-Release\\_Media-Advisory-Tequila-Blues-Explosion-Festival-II-January-19-2019.pdf](https://bestformexico.com/bluesfest/wp-content/uploads/2019/01/Spanish-Version-News-Release_Media-Advisory-Tequila-Blues-Explosion-Festival-II-January-19-2019.pdf)

**Quotes:****Why Tequila:**

"Tequila Blues & Rock Events for 2020 continue to be Cause and Community Focused. Plus Customer Experience Focused. And we continue to be events in Mexico focused. 'Why the word Tequila in the name, we're often asked?'

We felt it creates a widely recognized image of Mexico said, Bob Rempel, originator of the Fests and Events. Of course, Tacos, BBQ, Playas, Cerveza and Fiesta could all be in the name of the events as well, he said with a smile. "It's all about creating a lot of good fun for everyone, tourists and locals alike, while giving back to the Community and Supporting Deserving Local and National Causes"

**Our Event Formula:**

"Rockin' blues...Uptempo rock...Wonderful Supportive Performers... Free Hugs...Warm Weather..Cold Drinks...Friends Old and New Together...Dancing, Clapping and Toe-Tapping Strongly Encouraged. Fun, Fun, Fun! Coming Together...Working With Community Minded Partners...Always for Worthy Causes"

**Events As Tourism Magnets:**

"We've tried to tell everyone connected and interested in growth for Ixtapa-Zihuatanejo these past three years, Tequila Blues & Rock Explosion Fest originator, Bob Rempel said, that these kind of events are tourism magnets that many tourism focused communities in Mexico are hoping to develop or acquire to give them an edge to attract visitors. The kind of visitors with higher levels of spending that will really benefit a community in the highly competitive and somewhat stagnant tourism environment that currently exists in Mexico."

**About Tequila Blues & Rock Explosion Events & Fests (Full)**

Tequila Blues & Rock Events & Fests recognize a true symbol of Mexico in their name. The product of the blue agave plant.

We are equally the "Blues & Rock Explosion Events & Festivals" or "The Fest That Love Built".

Formed in Winnipeg, Canada, by Robert (Bob) Rempel and family, it is a social enterprise, operating on business principles, to produce great live music events with associated movie-film, sports, comedy and entertainment activities. The events are designed to serve as tourism magnets for visitors to Mexico and the locations they are held in. All events are structured to appeal to visitors to Mexico, and local residents alike, as an integral lasting part of the community.

The Events are similar in the following respects: Great Live Music By Top Quality Touring Musicians From Canada, USA, Mexico and elsewhere, Fun-Fun-Fun, Community Benefits, and Financial and In-Kind Support For Selected Local Cause Partners. Local Cause Partners are assisted in direct fundraising at the Events in return for their support in the promotion and marketing of the events. They also receive a set contribution based on the number of tickets their supporters' purchase. The organizers then allocate an additional amount from each event to the Causes based on available ticket sales and sponsorship revenues, over direct event expenses. In addition, the Fest and Events are now also unique in that all Fans and Event Goers become part of a

Membership group that provides additional benefits and rewards to members for continued participation in Events and support of the partner Causes.

Since 2018 over 120,000 pesos has been raised at 7 events for the local Cause partners, assisted in donations by the Bob Rempel family enterprise, with six more events upcoming in January 2020 at Tequila Blues & Rock Explosion Fest III in Ixtapa at Villas Paraiso Hotel and Rock Bar and in Zihuatanejo at Orient Bay Restaurant and Bar.

In January 2020 our focus continues to be the children of the Ixtapa-Zihuatanejo region with fundraising for two funds: **Project Blues & Rock Birthday & Navidad Fund: Putting Smiles on the Faces Of The Kids**, and a **Realizing Potentials Fund** to assist kids with exceptional potential but with barriers in their life. These funds will be allocated by the Bob Rempel Family in conjunction with a small group of venue partners and key supporters of the Events. Allocations will be made public.

We continue to assist Street Animal Rescue, begun with our event in July 2019 in Mexico City. In January 2020 we are supporting the **Amigos de Animales project** based out of Barra Potosi, working in the Ixtapa-Zihua region and operated by the very inspiring Stasya Briggs and husband partner and many supporters, and we continue to support the **Animales Angels MX project** operated out of Mexico City/Toluca by the equally inspirational, Natalia Ruiz Gomez, that we first supported in July 2019.

(end)



The Fest Was Over And It Was Time To Talk About 2021. Far Left:

Ricardo Gomez Jr., owner of Villas Paraiso Hotel & Rock Bar And Festival Partner

(more)



left to right; Evelyn Rubio, Gil Gaidola, Geoffrey Dahl, Melodi Ryan, Charlie Jacobson, Chris Dahl Closing Night, January 18 at Villas Paraiso Hotel, Ixtapa.



Evelyn Rubio, from Houston, TX, originally from Mexico City, closing the Festival January 18, to great applause from the Fans. Folks discovered Evelyn ([evelynrubio.com](http://evelynrubio.com)) and they were amazed at her voice and saxophone talents.