



Ixtapa & Zihuatanejo Music Lovers Proving They Want To Rock Again...It All Starts January 20...4 Great Nights Of Live International Rock 'n Blues Music...It's The Big Reboot Of Tequila Rock 'n Blues Explosion Events & Fests

January 15, 2023 Our Contact Info (Social Media At End)

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Ixtapa and Zihuatanejo is proving to be the Winter Rock & Blues Paradise 2023 that Event organizers have branded it as. Proving the title from the Washington Post article the "Cities of Music" Zihuatanejo Events are close to sellouts now and Ixtapa events with a much larger venue will be close to sold out as well by the time the first Rock note is played Friday

The return of Tequila Rock 'n Blues Explosions Events after being shutdown for two years is being well received. The Paraiso Society, an ad hoc group of local fun lovin' volunteers who wanted to bring more music and a wider group of international performers into Ixtapa-Zihuatanejo, Mexico, while supporting important local causes as much as possible, organizes the events.

The 2023 reboot also marks the return of Tequila and Mezcal Sipping and Sampling under the "Mexico's Best" brand name. Plans are for a soft launch this year of this exhibition of the quality of Mexico's showcase products such as Tequila and Mezcal. Coffee and Wine and Mexico Craft Cerveza and other products will be added in 2024 from Brands that want to get in front of an international and National Tourist Group. Plans are also to add a Music themed film festival with Mexico content as well. The

new "Elvis" movie for example would be an ideal film to include if the Festival was held this year. A special Early Elvis Era Music show is included in this year's Fest.



Caption: The Blues & Rock Fest with a difference returns to Ixtapa-Zihuatanejo starting Friday January 20. Where it all started in 2018 and after a two year absence caused by the Covid pandemic. And with it's return the Events have brought back Mexico Tequila and Mezcal Sipping and Sampling.

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Here's what's on for January 20 & 21, 2023 in Ixtapa-Zihuatanejo. **Each Night Is Unique And Performers Are Presenting New Setlists And New Music.**

One Amazing Night #1

January 20, Ixtapa at Villa Paraiso Hotel, 6:00 pm to 11:00 pm

6:00: Opening Ceremonies-**Salud!**-The Big Relaunch And Tequila and Mezcal Shots Are Offered To All.

6:15: Steely Band with Karen Melendez from Morelia, Mexico with the music of Queen, and much more Classic Rock and Blues.

6:45 pm: The Oralia Band with Victoria Ruzzek, from Morelia, Mexico with a great mix of classic R&B, Soul, Blues and Rock

7:30 pm: The "I'm A Soulman Show" by the Soul Brothers/Real Brothers Geoff And Chris Dah of London, Ontario, Canada with their very popular, high energy Vegas Style show that they present almost year round in Berlin, Germany in the Stars in Concert Show there. It's the blues and r&b music of The Blues Brothers and related performers. Very talented musicians in their own right. See them later in jams and collaborations.

8:30 pm: Charlie Jacobson of Red Deer, Alberta, Canada presents a concept Show unique to our Fest: Early Elvis Era Music...music by the early Elvis Presley and those he was influenced by and those he influenced. That includes B.B. King who was also born in Tupelo, Mississippi, USA, Johnny Cash who also recorded at Sun Studios in Memphis TN and Chuck Berry. Their music will also be included in Charlie's new show. Plus Charlie presents his own music from 4 albums to date.

9:30 pm: The Oralia Band from Morelia, Mexico returns to keep the dance fever alive with latin rhythms and rock 'n blues memories.

10:15 pm: The Steely Band from Morelia, Mexico returns to present more great classic rock and blues rock: "The Music of our Lives"

10:45 pm: One or Two...Maybe Three Rousing Performer Jams and Collaborations To End The Great Night

One Amazing Night #2

January 21 at Madana Bar and Restaurant Zihuatanejo 6:00 pm to 11:00 pm

6:00 pm: Los Reales, 16 year old guitarists Yasir Mercado and Josue Guzman from Zihuatanejo present Latin guitar music.

6:30 pm: The Oralia Band with Victoria Ruzzek, from Morelia, Mexico with a great mix of classic R&B, Soul, Blues and Rock

7:00 pm: Steely Band with Karen Melendez from Morelia, Mexico with the music of Queen, and much more Classic Rock and Blues.

7:30 pm: Charlie Jacobson of Red Deer, Alberta, Canada presents a concept Show unique to our Fest: Early Elvis Era Music...music by the early Elvis Presley and those he was influenced by and those he influenced. That includes B.B. King who was also born in Tupelo, Mississippi, USA, Johnny Cash who also recorded at Sun Studios in Memphis TN and Chuck Berry. Their music will also be included in Charlie's new show. Plus Charlie presents his own music from 4 albums to date.

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9:30 pm: Oralia Band Returns

10:10 pm: Steely Band Returns

10:40 pm. Two or Three Rousing Jams and Collaboration by All Performers To End The Fest Night....but not the live music. Live Salsa by Madana following.

11:00 pm: Madonna Bar and Restaurant Presents Live Salsa until 2:00 am



**"The Best Show-Best Value In
Entertainment To Come To Ixtapa &
Zihuatanejo This Year" SR**

**Two Nights Only: January 20 at Ixtapa Villa Paraiso
Hotel & January 21 at Madana Rest. Zihuatanejo. New
Music Each Night! Non Stop Energy!
Advance Tickets: tequilabluesrock.com**

6:00 PM TO 11:00 PM

**-The Soul Brothers Show-Canada
-Charlie Jacobson-Canada
-Oralia Band w Victoria Ruzzek-MX
-Steely Band
w Karen Melendez-MX
Great Rock & Blues & R&B & Soul**

One Amazing Night #3 & #4 It's A Special **Mexico's Got Great Rock 'n Blues Talent Showcase Weekend. New Performers New Music.**

January 27, Zihuatanejo at Madana Bar and Restaurant 6:00 to 11:00 pm

January 28, Ixtapa at Villas Paraiso Hotel Restaurant, 6:00 pm to 11:00 pm

Final Full Details To Be Released On January 22 And Updated At Our Website:
<https://tequilabluesrock.com>

Chairperson Bob Rempel, a Mexico permanent resident from Winnipeg, Canada, explained that a key to the organizers' approach is to seek as balance of Mexican rock and blues performers to play alongside and collaborate with performers from Canada and USA and elsewhere. As well organizers have made it their mission to attempt to include youth local and regional rock and blues and related acts in the lineups in what is called "Mexico Talent Showcase"

The events are funded 100 percent to date through cash flow from ticket sales by supportive society member fans. Profits after the costs of staging the Festival and funds raised by event fundraising are donated to local causes. Causes the Events contribute to are Street Animal Rescue with a focus on neutering and medical treatments projects. This has been an ongoing Cause for the event. New this year will be support for Childhood hunger projects in school and through food banks and children's musical education with support for equipment purchases and "schools of rock" for talented youth.

Performers are termed "Big Hearts" because of their generous contribution of their time and talent to Mexico and local causes, and given the logo to use on their public material if they wish. The strongly supportive fans are also called "Big Hearts too of course.

They are definitely "Come Together" events for the purpose of fun and dancing to music and high level performers that are not heard everyday in Ixtapa or Zihuatanejo, Rempel said. And making a difference in the community is a natural progression from events like this, he said.

Local arts and crafts will be on display at the Events, as well as Fest Souvenir merchandise.

The event website has much information on past and present events and community involvement at the website: [Tequilabluesrock.com](https://tequilabluesrock.com) Search "community" for their past "Reports To The Community"

Background

The Washington Post called Ixtapa "The City of Music" and we'll make that even more truthful. We're bringing back an event started in 2018, that Covid derailed just as it was gaining good momentum.

<https://www.washingtonpost.com/travel/2022/03/17/mexico-acapulco-zihuatanejo/>

Tequila Rock 'n Blues Explosion Fest & Shows is back on the tracks for 2023 in Mexico, in Ixtapa-Zihuatanejo, where it was first held.. Organizers are calling it The Big Reboot 2023 and bringing back fan favorites from previous years and some great new performers. Seventeen performers from other parts of Mexico and another 5 from Canada and the USA.

It's part of the rebranded **Go Mexico Tequila Rock 'n Blues Explosion Fests**. And part of their designated **Ixtapa-Zihuatanejo Rocks Week January 20-29, 2023**. Part of

the City of fMusic so aptly dubbed by the Washington Post Travel Columnist. Ixtapa-Zihuatanejo: **"Winter Rock and Blues Paradise!"** is their theme for 2023.

Event organizers are encouraging all Bars and Restaurants and other Businesses to get in the promotion to make this one great Live Music and Fest Food extended week, in addition to all the shows and events they themselves will be presenting.

Volunteer organizer Bob Rempel said "the purpose when our little take action group of folks from Canada, Mexico and the USA first began, we call ourselves **The Paraiso Society** was to create another fun music event for local residents and a destination event for new visitors. There was a hole in the winter Calendar to fill and we saw a need for an event that featured classic and contemporary rock and blues and jazz."

Organizers openly admit Covid hit them hard just like it did most Mexican businesses and events. "We have to learn to walk again," said Rempel with a smile, "rebuild our customer base, and attract new visitors here at the same time. Then the dancing and rocking can return"

"Who is it for," we asked Rempel who leads the all volunteer group of folks from Canada, USA and Mexico. "it's for those who love uptempo rock 'n blues 'n even jazz rock...love to dance, if you love jams and collaborations...songs you know and love in english and spanish. An international lineup of performers will be here for the event

"it's a project of partners, including performers, taking action, without any public sector support or involvement", he is quoted as saying on their website: Tequilabluesrock.com All Big Hearts, he said.

The event directs all profits, after the successful staging of the Event, and donations from fundraising activities like 60-40 draws at the events, to local and national causes. They continue to actively support local "Street Animal Rescue" with an emphasis on neutering and medical treatment, which began in 2020. and will also direct some funds to Children, and local Hunger and Education Projects for Youth and Music Education

Some key highlights of the 2023 And Future Events:

-Events will be held at Zihuatanejo and Ixtapa bar and restaurant partner venues. In Zihuatanejo at Madana Cocina International in Zihua Centro, and in Ixtapa at Ricardo's Restaurante and Bar at the Villas Paraiso Hotel. Madana is new for 2023. There will also be smaller fundraising House and Pool Concerts during the week.

-Seventeen performers from other parts of Mexico will be at the Events, plus 5 from Canada and the United States. Vegas Style Shows on the first weekend with live rock and blues as well, and the Blues and Rock Festival on the following weekend.

-Headliners include **The Blues Brothers/Soul Brothers** Vegas Style Show by Geoff and Chris Dahl who perform it almost year round in Germany

-A special For All Ages Kiss in full Tribute concert and party Saturday night at 10:30 pm after a full night of rock and blues Festing. With Mexico City's **The Rockets**.

-One local or regional performer or group will be given a chance to appear with the visiting international performers. **Mexico's Got Talent Showcases** which will be held between January 20 & 28, prior to the main Festival, have been a part of our events since we started said Rempel.

-Local artists and crafts people will be given opportunities to display and sell their art work and crafts at the Festival.

-The shirt and merchandise theme for 2023 is **"Ixtapa-Zihuatanejo Winter Rock and Blues Paradise" Something** we know that everyone who comes to visit Ixtapa-Zihuatanejo describes it as: "Paraiso!" ``We live it, we believe in it, we're pleased to introduce it for 2023 and we're sticking with it for future events as well", said Rempel. (Image below)

Organizers have already booked several great performers for their 2024 Event and this is one way to keep the momentum going and build larger and larger audiences. Plans for 2024 are to add an expanded version of Mexico's Best Sipping and Sampling Fest, and a Music Themed Film Festival as well.

Social

Youtube: <https://www.youtube.com/@tequilabluesrock> (Many Performance and Promotional Videos From Past Events)

Instagram https://www.instagram.com/besties_formexico/

Twitter: <https://twitter.com/mxbluesrockfest>

Spotify: 2023 Performers Playlist:

<https://open.spotify.com/playlist/3w9leFsw3dxFbqAfAnip3T?si=5cf28adafa2644cb>

Vimeo: <https://vimeo.com/user131153940> (More Performance and Promotional Videos)



Official Member 2023

Ixtapa-Zihuatanejo

Mexico

Tequilabluesrock.com
Tequila Rock 'n Blues Explosion Festival

January 21-29, 2023
Tequilabluesrock.com

