



The Paraiso Society presents the **Tequila Rock 'n Blues Explosions Festival** and our new **Generations Unite Fest** on January 18-28, 2024.

World Renowned Blues and Rock Guitarist and Vocalist Joanna Connor Coming To Ixtapa and Zihuatanejo To Help Launch The Group's "Better and Better" 3 Year Plan And Major New Fundraising Campaign For A Music Training For Youth And Animal Rescue Multi-Purpose Facility For The Region.

July 6, 2023 Our Contact Info (Social Media At End)

Contact: Bob Rempel, Managing Chairperson. Residence & Office Address: Ixtapa-Zihua, Mexico.

Phone/W.A: +52 755 101 5989 Emails: tequilabluesfest@gmail.com & bobrempe@gmail.com

Website: <https://tequilabluesrock.com> FB: <https://www.facebook.com/tequilabluesfests/>

(July 6: Ixtapa Zihuatanejo, Mexico) Live rock and blues music events are returning to Ixtapa and Zihuatanejo, in Mexico, after a strong 2023 relaunch with sold-out shows. The organizing committee has a new 3-year "**Better and Better**" plan for the Fests, which will see the events raising funds for a major new facility in the Ixtapa and Zihuatanejo community or nearby region, for street animals, musical education for youth, and live music performances.

Advance Tickets and Table Reservations for 2024 are now on sale at the Fest's website:

<https://tequilabluesrock.com/festivaltickets/>

The all-volunteer Paraiso Society organizing group is thrilled to announce the new 2024 version of our unique Festival, which will be an important destination event for the Ixtapa and Zihuatanejo region for tourism from everywhere at that time of year. "It's cold everywhere else," we say in our marketing, "you need to be in Ixtapa and Zihuatanejo for some warm weather live music fun with highly regarded performers from around the world, that you won't see anywhere else in Mexico."

The always rockin', Always a fun event features rock, blues, and boogie-woogie music and more, world-class guitars and vocals, fun and lots of dancing, and now new support for a great New Cause and Project for the community.

[1-Minute Promo Video Headliners With Music On YouTube](#) 2024/ Direct Link: [Our YouTube Channel:](#)

Headlining the 2024 Performers will be **Joanna Connor of Chicago, USA**, <https://www.joannaconnorwreckingcrew.com> acknowledged by all as the **Queen of Blues-Rock Guitar and Vocals** who performs at all the top Festivals; four in July 2023 alone- 2 USA and 2 Europe ,(full Joanna Connor bio also on our website) and

Reggie "King" Sears, of Fort Lauderdale, USA, <https://www.reggiekingsears.com/> a child prodigy, now a world-class blues and rock guitarist and vocals. He is performing at both USA and European Festivals as well in 2023.

Mexico will be well represented. with vibrant vocalist **Mariana Gajma of Mexico City** <https://marianagajma.com/> and Morelia performers being announced today. **Trebor Villa**, @treborvilla Instagram, rock and folk rock guitarist and vocalist will present the music of Jimi Hendrix and the folk-rock music of Bob Dylan, and be part of the "All-Star" Band from Morelia that will present Classic Rock favorites. The band also includes **Kristel Rodriguez** on bass guitar and vocals (@krisroad3 Facebook) and **America Hernandez** on drums

(@america.hernandez.96780 Facebook). All three from Morelia were at our 2023 Fest and were crowd favorites.

All evening events are 5 hours of almost nonstop live music.







"This just gets us started, so you know the high talent quality level of the performers for 2024," said Bob Rempel, the event chairperson. We'll have more great complementary performers to announce for January 2024 from about September 15-October 1. A special

headline performer just for a big Fundraising Dinner and Show on January 22 will also be announced.

In addition, showing our strong commitment to building a stronger viable event that will attract more and more visitors to the region, we are now announcing excellent internationally known performers that have agreed to perform at our **2025 event** during the last two weekends of January. These include **Steve Marriner of Canada**, lead singer, guitarist and harmonica of Monkey Junk, an internationally well-known blues-rock group, and a solo performer. Couldn't perform in 2024 because of a co-headlining tour with fellow Canadian Colin James in the USA, so we're very pleased to have him come and perform for us in 2025. From Mexico City, a blues rock band, formed 14 years ago, **Ensamble Ardiente**, will be performing. Younger, up-and-coming performers that you see first are always a priority of our programming, so In addition, 21-year-old blues-rock guitar and vocalist **Trey Vanwig** of Sarasota, Florida, and 21-year-old **Dylan Triplett**, blues and soul vocalist from St. Louis, Missouri. More will be announced for 2025 next July 2024.



Steve Marriner

After a very successful relaunch of the events in 2023, the Paraiso Society organizers decided to commit seriously to “Better and Better Festivals and Events” and create an important **Community Legacy**. Our detailed “**Better and Better**” **Vision and Action Plan for 2024-2026** for the Paraiso Society’s Rockin’ Fun Festivals (available to all for download at (<https://tequilabluesrock.com>) includes a major new commitment to raising funds to build or renovate a facility for Ixtapa and Zihuatanejo and region, with a target of completion by 2026 end of the year, that will:

- 1) create a unique Animal Rescue shelter for the entire region with a special focus on senior dogs and cats and providing them treatment, care, and the quality of life they deserve too;
- 2) create a special music education program, a “School of Rock and Blues” it could be called, with facilities and equipment and training, and special support for disadvantaged youth and;
- 3) a Performance Stage with all the necessities that could hold events by the Youth Performers or even our own Festival Events. Meetings rooms and a Film Theatre for our future Film Festival are also in the plans.

The vision and action plan also states that we are committed to building our local and national **Partnerships** over the next 3 years. We are pleased to announce today our first 3-year partnership agreement with the new luxury **Luana Suites of Playa la Ropa, Zihuatanejo** <https://luana.mx>. This will involve their generous donation of a prize(s) for fundraising, accommodations for future performers, and additional Festival events at their location such as this year’s **Meet and Greet-Open House at their location on Friday afternoon January 19**.

Partnerships in transportation, accommodations, food and beverage, and tourism both local and national are of particular interest to us so we can support and offer more options to the growing number of tourists and performers that will attend our Events, said Rempel the

chairperson. "Let's Talk and help build the region, help build your business and image and help us build better events that will attract more tourists and locals to you and us", he said.

Music is truly a major part of the Ixtapa and Zihuatanejo experience for visitors and locals as the [Washington Post article](#) said a year or so ago, Bob Rempel stated.

"Taking place from January 18-28, 2024, and the last two weekends of future years, the unofficial **Ixtapa and Zihuatanejo Rocks Week** with both the Tequila Rock and Blues Explosion Festival and the new Generations Unite Festival (Generations United for Peace, Love, Understanding, Kindness, and Mother Earth) will help further transform Ixtapa-Zihuatanejo into a vibrant hub of cultural immersion, artistic expression, and joyful festivities." "With its rich history and diverse community, and now "Magical" tourist status Ixtapa and Zihuatanejo and region serve as an ideal backdrop for this one-of-a-kind event that embraces the spirit of fun in paradise, with flavors of Mexico everywhere and hearts open widely to do more for the community at the same time", Rempel stated.

Throughout the festival, attendees will have the opportunity to indulge in a wide array of related unforgettable experiences and moments we call them. **The Better and Better Vision and Action Plan 2024-2026** also highlights several improvements and changes for 2024 Events. Here are some highlights of what's new for 2024-2026!

- There will be an Event that features at least **50 percent Spanish-language rock and blues music**. It will be at our new Oceanside/Beachside Event, Sunday, January 21 in conjunction with our new venue partner; **Coco Ixtapa Beach Club of Playa Linda**.
- Set up of a **"Show Us What You Got" Music Stage(s)** for full community participation and fun during the entire Festival period. Open to local youth and local performers talented visiting tourists and karaoke singers out for fun, all will be recorded for social media.
- **Special Prizes from our Partners for Fundraising** plus more great Win-Win fundraising: For 2024 to date, we already have a **special Weekend Stay at Luana Suites at Playa La Ropa in Zihuatanejo** plus many more from new and existing partners to be announced.
- **Ixtapa-Zihuatanejo Film Festival** with a focus on music-themed movies and documentaries, will return on a trial basis, with plans for full implementation of an annual complimentary Film Festival by 2025

- **A Walk-Run-Cycle Event**...with or without your special dog(s) or cat(s) leading to live music and food and drink upon return will be tested in 2024 with plans to make it a full event for 2025. Full course: Zihua to Playa Linda and return for active runners. Shorter distances available of course. The opportunity is here for a new Venue Partner here to serve as the start and finish location.
- An additional complementary unique **annual Sports related event**, that will attract tourists of all ages, involving a basketball court and soccer field, near a beach, is planned for testing in 2024 as well, for full implementation in 2025.

Dates and Venues: (As of July 5, 2023)

-January 19 afternoon: Meet and Greet and Live Music from Fest Performers. At Fest Partner, Luana Suites, Playa La Ropa Zihuatanejo.

-January 19 Festival Opening Night (Canada Night Theme) at Madana Bar and Restaurant, Zihuatanejo, 6:00 pm. Reserved Table program in effect.

-January 20 Festival at Ricardo's Restaurante and Bar, Ixtapa (USA Night Theme) 6:00 pm start. New Music, New Sets. Reserved Table program in effect

-January 21 (Mexico Afternoon Theme) at Coco Ixtapa Beach Club at Playa Linda, Spanish and English Rock and Blues. Reserved Table program in effect

-January 22 Special Fundraising Dress Up-Dress Down Dinner, Show and Dance- With Special New Performer Guest Plus Fest Performers. (Location To Be Announced)

January 23-28: 2-3 More Events as part of our spin-off Fest: Generations Unite...The Festival for Peace, Love, Understanding and Mother Earth

The Vision and Action Plan (download on website) also outlines other changes and improvements that are scheduled to be made in 2025 and 2026.

Tequila Rock 'n Blues Explosions Festival presents classic rock 'n blues 'n rockabilly 'n boogie woogie music from the 50s, 60s, 70s and 80s primarily, the Music of our Lives we call it, on the last two weekends of January, for visitors to Ixtapa and Zihuatanejo Mexico

from everywhere. The first Fest was held in 2018 and has been held every year in Ixtapa-Zihuatanejo since, except for Covid caused shutdowns in 2021 and 2022. All events have been fundraising events organized by volunteers. All events have operated with cash flow only from ticket sales and the help of local partners. No other subsidies or support said Rempel. "It's the true test of events like this...Do they want it, If you build it will they come" For the community impact of events to date, search "community" on our website <https://tequilabluesrock.com>. "We were not satisfied that we have done enough for the community, so with "Better and Better Vision and Plan" you see our commitment to creating a new significant impact on this community in the next 3 years and beyond," stated Rempel.

The new Generations Unite Festival...The Festival for Peace, Love, Understanding, Kindness and Mother Earth (short name: Generations Unite Fest) will offer a wider selection of music that will appeal to a wide variety of folks, including folk-rock, country rock, country, reggae, jazz-rock, pop and more, but always with a fun atmosphere that visitors and locals love for a night or afternoon out.

The Paraiso Society is a small ad hoc group of volunteers from Canada, the USA, and Mexico who love the still-too-hidden paradise of Ixtapa and Zihuatanejo and the region whose mission is to create fun, destination-worthy events with entertainment and entertainers from Mexico, Canada, USA and the U.K., that are unique to the area, while supporting local causes such as street animal rescue, youth development, and creating a lasting legacy. The Society has also organized other events in Mexico City in the past, and will continue to be open to establishing similar events in other tourism-focused communities where the right partnerships are available.

For Online Tickets To All Events and Reserved Tables (up to 7:30 pm or by special arrangement) Selection In Order Of Purchase please go to our Festival Tickets page on our Website. <https://tequilabluesrock.com/festivaltickets/>

For media or partnership inquiries, please contact Bob Rempel, Organizing Committee Chairperson, with contact details on top.

Social Media: [Facebook](#), (Fan Page) [Twitter](#) [Youtube Channel](#) [Spotify](#) 2024 Music Coming Soon.

Logo & More Images Below:

(More Below)





Come Together!

...For Peace... For

Love...For

Kindness...For

Understanding...For

Mother Earth

**The Generations Unite
Fest...Today's Woodstock!**

January 23-28, 2024

Ixtapa & Zihuatanejo, Mexico

tequilabluesrock.com





Artistic Representation of Future Facility 1



Artistic Representation of Future Facility 2