



## **TEN DAYS LEFT FOR LAMC EARLY BIRD HOTEL DISCOUNT**

**The LAMC Is Based At Manhattan's Roosevelt Hotel; Their Early Bird Hotel Discount Of \$199 Per Night Is Available At <http://www.LatinAlternative.com> Until April 1st**

**The LAMC Returns to New York City For Its Twelfth Year And Will Once Again Feature Industry Panels And Artist Showcases Across the City In Addition To Free Concerts At Central Park SummerStage And Celebrate Brooklyn At Prospect Park**

**Conference Registration Is Discounted At \$99 Until May 15th At <http://www.LatinAlternative.com>**

*"This expertly assembled conference — a series of panels, concerts and exhibitions designed to highlight emerging Latin artists working outside the mainstream — always elicits a few unforgettable performances."*

**- NEW YORK TIMES**

*"The Latin Alternative Music Conference... personifies the energy and diversity within the contemporary Latin music community."*

**- WALL STREET JOURNAL**

*"Every summer, we look forward to the Latin Alternative Music Conference as it's the only time when our favorite Latin artists from around the world come together right here in New York City."*

**- VILLAGE VOICE**

*"I never know what to expect during LAMC because of the inundation of new, up and coming talent that continues to take this sound to the next level."*

**- RAUL CAMPOS / KCRW (LOS ANGELES)**

*"There's still an urgent need for something like the Latin Alternative Music*

*Conference, a networking vehicle, brainstorming confab and live showcase that promotes the most innovative alterna-bands from places like Mexico, Spain, Colombia, Argentina and even the Bronx.”*

**- NY DAILY NEWS**

*“LAMC has become ever hotter as the years pass and is the globe’s pre-eminent gathering for Latin alternative music, a catch-all that encompasses styles ranging from electronic cumbia to indie folk to psychedelic funk. It’s kind of a mini-SXSW.”*

**- AUSTIN AMERICAN STATESMAN**

*“More than just a forum, the event has revolutionized Latin music in both the U.S. and Latin America.”*

**- AOL SHOUTCAST**

With a warm welcome from the Big Apple, the biggest event in the world for cutting-edge Latin music will return to the Roosevelt Hotel in New York City from July 6th – 9th. Featuring leading artists as well as many of the music industry’s most prominent decision-makers, the highly-anticipated Twelfth Annual LAMC is a “must play” event for developing and established acts alike. Registration is discounted at only \$99 until May 15th.

Among the events planned for LAMC 2011 are free concerts at Central Park SummerStage and Celebrate Brooklyn Festival at the Prospect Park, as well as numerous industry panels, showcases and film screenings for LAMC registrants.

With past conferences averaging more than 1,250 music industry attendees and 25,000 concert fans each year, the 12th LAMC promises to be yet another exciting year. This four day conference providing networking opportunities with the genre’s leading artists, music entrepreneurs, journalists, marketers, managers and programmers, is the most extensive to be offered by a music conference to date.

Panels and concert information will be announced in the coming months.

For more information on the **Latin Alternative Music Conference** please visit [www.LatinAlternative.com](http://www.LatinAlternative.com)

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