

For Immediate Release
Sept. 18, 2019



Yucaipa Performing Arts Center (YPAC) presents

Ramon Ayala y Sus Bravos Del Norte

Sunday, Nov 3, 7PM | YPAC Outdoor Stage

Student/Senior/Military \$25 | Day 1-7 Advance \$39 | Day 8 GA Pre-Sale \$49

Day of Show \$59 | VIP \$100

12062 California St., Yucaipa, CA 92399 | 909.500.7714 www.yucaipaperformingarts.org

YPAC is proud to present, **Ramon Ayala y Sus Bravos Del Norte**, Sunday Nov. 3 at 7PM. Widely known as “The Accordion King,” or “El Rey del Acordeon,” Ramon Ayala is lauded as one of the founders of modern norteño music. With a three-time Grammy winning career spanning over 50 years, Ayala has established his reputation as a master accordionist, vocalist, and songwriter who continues to bring originality and instrumental styling. Ramon virtually invented modern conjunto music, teaming up with the late bajo sexto guitarist / vocalist Cornelio Reyna to form Los Relampagos del Norte, the duo forged a distinctive sound and compiled a roster of songs that have since been covered by countless artists in contemporary Latin music. Their first hit single “Ya no llores” was recorded in 1963. For the next eight years, Los Relampagos del Norte tore up the music charts by revolutionizing and re-inventing norteño music, a genre that was then considered exclusively cantina music.

To purchase tickets, visit www.yucaipaperformingarts.org. Call the box office at 909.500.7714, or visit 12062 California St., Yucaipa, CA 92399. Box office hours are Tues. - Sat. 12 - 6PM.

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