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Midland Visitors Bureau



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PRESS RELEASE

For Immediate Release

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WEST TEXAS SALSA FESTIVAL JULY 18 & 19

Midland, Texas — On Friday, July 18, and Saturday, July 19, The West Texas Salseros will host the First Annual West Texas Salsa Festival at the DoubleTree by Hilton Midland Plaza, 117 W. Wall St. The festival will feature Salsa, Bachata and Kizomba workshops, a pool party, professional team performances, late-night dancing with live music by the Salsa band Team Havana Cuban Salsa, and more.

“If you like the ‘Dancing with the Stars’ television show you will love this event,” said West Texas Salseros Committee Member Enrique Romero.

Featured performers will include Lee Rios of San Antonio, Texas; Los Anormales del Mambo of Dallas, Texas; Majesty In Motion’s David and Jennifer Stein of San Diego, Calif.; Collective Essence Dance Company of Austin, Texas; Favian Bustos and Cynthia Mendez of Austin, Texas; and Katie Mambo and Wander Rosario of Dallas, Texas. There will also be a special disc jockey appearance by DJ Fantasma of Austin, Texas, and Midland’s own DJ Juice.

Festival Schedule:

Friday, July 18th (Salsa Festival Kick-off)

- 7 p.m.—Salsa Basics Class: Majesty In Motion
- 8 -10 p.m.—DJ Juice
- 10 p.m. – 2 a.m.—Special Guest DJ: DJ Fantasma
- 11 p.m.—Performance: Majesty In Motion!

Saturday, July 19th

- 10 a.m. – 3 p.m.—Workshops, Double Tree by Hilton Ballrooms
- 3:30 – 6 p.m.—Pool Party, Double Tree by Hilton Pool Deck
- 9 – 11 p.m.—Performances
- 11 p.m. – 3 a.m.—Social Dance—Live Performance by Team Havanna & Guest DJ: DJ Fantasma!

The DoubleTree by Hilton Midland Plaza is offering a special rate of \$99 a night plus tax for festival attendees. The block of rooms has been reserved for July 17 through July 19. The special room rate will be available until July 19 or until the group block is sold out, whichever comes first. For more information, to register for the workshops, and book a hotel room at the DoubleTree, visit www.wtxsalseros.com.

About the West Texas Salseros

The West Texas Salseros’ purpose is to bring a taste of salsa dance to West Texas and the Permian Basin by organizing various local events and most importantly, sharing the joy that can only be experienced through salsa.

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The West Texas Salseros is composed of local salsa and Latin music aficionados. Their common vision and passion for salsa naturally brought this group together and has kept them together for several years. Their shared excitement for the dance led them to put each of their talents together and bring the salsa scene alive to the Midland and Odessa area. They started by partnering with local dance studio owners, Ronnie and Ray Reynosa of Love to Dance Studio, to begin teaching salsa and bachata classes. The classes then led to many of their students asking for a place to dance and practice their newly learned moves. This led to several venues opening their doors throughout the years, including popular night club, Graham Central Station and most recently, The Reserve at the Double Tree by Hilton. The group has also been involved with organizing several pre-parties for local Latin concerts in the area, including for well-known bachata super star, Prince Royce.

About the Midland Convention and Visitors Bureau

The mission of the Midland Convention & Visitors Bureau is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination.

For more information on the Midland Convention & Visitors Bureau or to request a free Midland Experience Guide and Map, call (800) 624-6435 or visit www.visitmidlandtexas.com/Guides-and-Brochures.

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The above information has been provided by the West Texas Salseros and distributed by the Midland Convention & Visitors Bureau. This event is projected to bring in \$148,725 in direct visitor spending to the Midland economy.