

# The Sounds of Hispanic Heritage Month Are at Tower Records

## In-Store Shows, Major Concerts, Film Festivals and Sales Highlight Latin Campaign

LOS ANGELES, Calif. – September 22 (SEND2PRESS NEWSWIRE) – Tower Records is celebrating Hispanic Heritage Month with fans of Latin entertainment by providing a 15% sale on all Latin CDs, Music DVD's and Cine Latino DVD titles. Not only that, Tower Records continues to help provide the quintessential Latin music experience by participating in major events, such as El Grito, Fiestas Patrias, the Orange County Latino Film Festival and the Luis Miguel concert series at the Gibson Amphitheatre, in addition to providing in-store events featuring rising bands such as Cabula and Profecia.



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The Tower Records Hispanic Heritage Month campaign has something for everyone. Tower's wide selection has everything for those who prefer the appeal of the traditional music surrounding Fiestas Patrias, and it also features the variety of edgier new acts, some of which are making in-store appearances. The cutting-edge sound of Los Angeles-based bands will be featured as part of a Latin Music Festival at Tower's Monterey Park location (East Los Angeles) on September 25, 2005, where Stoic Frame and Afixion will join Cabula and Profecia. Additionally, various value-add items – including calendars featuring Thalia, Juanes, Don Omar, Chayanne and Pepe Aguilar – are given to all customers purchasing Latin titles.

“Our participation in events like Fiestas Patrias and the creation of in-store events reflects our goal of providing Latin titles for all fans regardless of age or background,” says Kevin Cassidy, Executive Vice President of Retail Stores for Tower Records. “The fact that we provide these diverse styles of music and DVDs in a fun and exciting retail environment is an integral part of making our customers the priority. Tower Records is a strong supporter of Latin Music and the Hispanic community. We will continue to provide fans of Latin titles the depth of selection they deserve and for which we are known.”

Tower Records is also a proud sponsor of the 2nd Annual Orange County Latino Film Festival, Sept. 29 – Oct. 2. Tower’s wide selection of Cine Latino titles is a perfect match for this trendy-yet-cultural festival. Events surrounding the O.C. Latino Film Festival include an in-store appearance by international star Eduardo Santamarina (La Sombra Del Sahuaro, Rubi).

As the recognized leader in music and entertainment retail, Tower Records takes the individual service approach to serving Latino/Hispanic customers, which is exemplified by bilingual staff wearing “Yo hablo Espanol” name badges. By focusing attention on customer needs and desires in stores and at music events and festivals, the message of the campaign succeeds: Tower Records is the number one destination for Latin music and movies.

Pictures of Tower Records at recent Latino events can be found at:

[www.towerlicensing.com/fiestas](http://www.towerlicensing.com/fiestas)

and

[www.towerlicensing.com/elgrito](http://www.towerlicensing.com/elgrito)

More Information: Ara Najarian, Latino Consultants, 323.344.8080, ara @ latinoconsultants.com.

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