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PRESS RELEASE
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SXAméricas: Connecting North America, South America, Spain and Central America

March 5, 2015 - Austin, Texas - South by Southwest (SXSW) Conferences and Festivals is pleased to present the second year of SXAméricas. Spotlighting the international creative community, SXAméricas highlights a series of events curated by SXSW Music, Interactive and Film Conferences and Festivals to connect U.S. Latino and Latin American thought leaders. SXAméricas is a platform to network, share innovative ideas, and create new partnerships across all creative industries from North America, South America, Spain and Central America. After a very successful first year, SXAméricas has expanded to encompass conference sessions, film screenings and music showcases throughout the full 10 days of SXSW from March 13-22, 2015.

Highlighted Sessions for SXAméricas include:

A Conversation with Gloria Trevi with a screening of Gloria to follow.

The New American Story – Latinos in the Media with Maria Teresa Kumar (Voto Latino), Diane Guerrero (Orange Is the New Black, Jane the Virgin) and actor/producer Wilmer Valderrama (That '70s Show, From Dusk till Dawn: The Series).

Cultural Connections: TV, Digital and the New Mainstream with Robert Rodriguez (El Rey Network, Sin City: A Dame to Kill For, Machete Kills) and Sherman Wright (Common Ground).

AES Platinum Producers & Engineers with Andres Mayo (Andres Mayo Mastering & Audio Post), Stefano Vieni (KIVA Music Inc), Rafa Arcaute (Producer), and Hugo Manzi (HM Productor Discografico).

Latino Tech-Culture Powers Up with Guy Garcia, Maria Hinojosa ("America by the Numbers"), Monica Gil (Nielsen) and Cristina Gamboa (AT&T) .

Neymar: From Brazil Soccer Star to Youtube Creator with Alice Braga (Losbragas), Felipe Braga (Losbragas), Rita Moraes (Losbragas), and Rodrigo Abdalla (Google).

The Film Score Workshop with Lucas Mayer (DaHouse Audio/DaFne Music), Niper Boaventura (DaHouse Audio/DaFne Music), and Pedro Serrano (Film Director).

Latin America: Silicon Valley's New Frontier with Josue Gonzalez (Google), Luis Samra (Evernote), Megan Zoback (Uber), and Rocio Medina van Nierop (Prezi).

Pushing the Envelope Forward: Latin@s in Tech with Deldelp Medina (Avion Ventures), Francesca Escoto-Zavala (Startups For Social Impact), Kety Esquivel (Dandelion Strategies), and Rosalinda Zepeda (Compelling Conversations).

SXAméricas showcases will feature music from Chile, Uruguay, Colombia, Mexico, Venezuela, Argentina, Brazil, Portugal, Cuba, Ecuador, Peru, Paraguay, and Spain. The music festival runs from Tuesday, March 17 - Saturday, March 21, 2015.

The list of bands scheduled to perform includes:

60 Tigres (Monterrey Mexico)	Agosto (San Isidro Argentina)	Begun (Barcelona Spain)
Adelaida (Valparaiso Chile)	Apanhador Só (Porto Alegre Brazil)	Berri Txarrak (Lekunberri Spain)
AFC (Montevideo Uruguay)	Apolo (Mexico City Mexico)	Bituaya (Caracas Venezuela)
Agoraphobia (Boiro Spain)	Autoramas (Rio De Janeiro Brazil)	Bomba Estéreo (Bogota Colombia)

Boomerang (Montevideo Uruguay)	Felipe El Hombre (Mexico)	Morenito de Fuego (Monterrey Mexico)
Buraka Som Sistema (Lisbon Portugal)	Fotogramas (Valparaíso Chile)	Morgan Heritage (Jamaica)
Call Me Lolla (São Paulo Brazil)	Marcelo Fruet & os Cozinheiros (Porto Alegre Brazil)	The Mud Howlers (Mexico City Mexico)
Caloncho (Guadalajara Mexico)	Diana Fuentes (La Habana Cuba)	No Somos Marineros (Mexico City Mexico)
Carolina Camacho (Santo Domingo Dominican Republic)	Ghost Magnet Roach Motel (Tijuana Mexico)	O Amor Existe (Porto Alegre Brazil)
Max Capote (Montevideo Uruguay)	Fede Graña & Los Prolijos (Montevideo Uruguay)	Ocellot (Barcelona Spain)
Cardiel (Mexico City Mexico)	Hey Chica! (Zapopan Mexico)	Once Tiros (Montevideo Uruguay)
Matias Cena (Santiago Chile)	Hinds (Madrid Spain)	Oso Leone (Palma de Mallorca Spain)
Centavrvs (Mexico City Mexico)	Huichol Musical (Nayarit Mexico)	Panda Elliot (Buenos Aires Argentina)
Chancha Via Circuito (Buenos Aires Argentina)	Estereo Humanzee (Quito Ecuador)	The Parrots (Spain)
Clubz (Monterrey Mexico)	Intocable (Zapata TX)	Pilaseca (San Miguel Allende Mexico)
Coffeehouse (Santiago Chile)	Kali Uchis (Pereira Colombia)	Pommez Internacional (Buenos Aires Argentina)
Alvaro Diaz (San Juan PR)	La Banda Bastón (Ciudad Constitución Mexico)	Prefiero Fernandez (Santiago Chile)
Irene Diaz (Los Angeles CA)	La Guacha (Santiago Chile)	Profetas (Bogota Colombia)
Mike Díaz (Aguascalientes Mexico)	La Inedita (Lima Peru)	Quantic (New York NY)
Disco las Palmeras! (Madrid Spain)	La Orquesta Vulgar (Mexico City Mexico)	Rakel (Medellín Colombia)
Dj Buddha (Missouri City, TX)	La Inedita (Lima Peru)	Rashid (Sao Paulo Brazil)
El B (Havana Cuba)	La Orquesta Vulgar (Mexico City Mexico)	The Recycled Instrument Orchestra of Cateura (Cateura Paraguay)
El Conjunto Nueva Ola (Los Angeles CA)	La Sabrosura Dura (Bogota Colombia)	Rulo y la Contrabanda (Reinosa Spain)
el dusty (Corpus Christi TX)	Macaco (Barcelona Spain)	Run Golden Boys (Mexico City Mexico)
ELE (Madrid Spain)	Mao Loading (Bogota Colombia)	Safari (Santiago Chile)
El Extraño (Zacatecas Ecuador)	Marineros (Santiago Chile)	Santullo (Montevideo Uruguay)
El Freaky (Bogota Colombia)	Melié (Santiago Chile)	Scalene (Brasília Brazil)
El General Paz & La Triple Frontera (Buenos Aires Argentina)	Mexican Institute of Sound + Toy Selectah (Mexico City Mexico)	Serko Fu (Monterrey Mexico)
Él Mató A Un Policía Motorizado (La Plata Argentina)	MKRNI (Santiago Chile)	Shifta (Miami FL)
El Ultimo Vecino (Barcelona Spain)	MLKMN (Laredo TX)	Sick Morrison (Monterrey Mexico)
Enjambre (Zacatecas Mexico)	Mon Laferte (Mexico City Mexico)	Siddhartha (Guadalajara Mexico)
Eptos Uno (Mexico City Mexico)	Monophonicos (Bogota Colombia)	Silva (Vitória Brazil)
Famasloop (Caracas Venezuela)		SLKTR (Mexico City Mexico)
Fantastic Negro (Oakland CA)		

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Raquel Sofia (Mayagüez Puerto Rico)	Tourista (Lima Peru)	Cristina Valentina (Lima Peru)
Sonido San Francisco (Xonacatlán Mexico)	Trampa (Brasília Brazil)	Phill Veras (Sao Paulo Brazil)
Anna Sophia (Woodland Hills CA)	Trans-X (Mexico City Mexico)	The Wookies (Mexico)
.Stendal (Mexico City Mexico)	Tunacola (Santiago Chile)	Zalama Crew (Cali Colombia)
Danay Suarez (La Habana Cuba)	URSS bajo el árbol (Mexico City Mexico)	Pia Zapata (Valparaiso Chile)
Teen Flirt (Monterrey Mexico)		Zionstereo (Cali Colombia)

As always, this list is subject to change.

On Saturday, March 21, SXAméricas Showcase features Intocable, Bomba Estereo, and Compass (Mexican Institute of Sound + Toy Selectah) at the Auditorium Shores Stage at Lady Bird Lake. This show is free and open to the public with free Guest Pass wristbands. For more information, please go to [<http://sxsw.com/music/festival/auditorium-shores>.]

Returning this year is SBS/ Aire Radio Networks Media House running from Wednesday, March 18 - Friday, March 20 at Half Step showcasing a diverse line-up of Urban and Latin acts.

For more information on SXAméricas, please go to [<http://sxsw.com/sxamericas>]. Click here [<http://schedule.sxsw.com/tags/SXAmericas>] to see all SXAméricas Interactive, Film and Music events.

SXSW 2015 is sponsored by Miller Lite, Esurance, AT&T, IFC, Mazda, Monster Energy, McDonald's, Capital One, Pepsi, The Austin Chronicle, Sonicbids, and Philips.

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