



**IMMEDIATE RELEASE**

**LA LEY 96.9 ANNOUNCES FIFTH ANNUAL ANIVERSARIO DE LA LEY AT KOKA BOOTH AMPHITHEATRE AUGUST 3<sup>rd</sup>**

**Raleigh, NC** (July 29th, 2008) Radio station La Ley 96.9 (WYMY-FM) has announced a major concert and Latino festival to celebrate its fifth anniversary on the air. Aniversario de La Ley V will take place this Sunday, August 3rd, at Koka Booth Amphitheatre at Regency Park in Cary, North Carolina. The day-long event will feature top local and international talent including major Regional Mexican superstars.

“We are pleased to put together this fabulous line-up of Regional Mexican music at one of the most beautiful outdoor amphitheaters in the Southeastern United States,” said La Ley 96.9 VP/GM Jon Bloom. “These bands represent some of the best of the best in Tierra Caliente, Durangense and Cumbia music.” For more than five years, La Ley 96.9 has been the on-air “Plaza Major” or “Town Square” for Central and Eastern North Carolina’s Hispanic population which this year is expected to infuse more than ten billion dollars into the state’s economy. Bloom explained that “Aniversario de La Ley V will serve to demonstrate our gratitude and pride while, at the same time, showcasing the fabulous music, food and spirit of Spanish-speaking North Carolinians.”

La Ley 96.9 Program Director Julie Garza says she wants the entire Hispanic Community to celebrate the excitement of the station’s Fifth Anniversary. “It’s a great honor and pleasure for me to be at La Ley 96.9 at this moment in time,” she said, “and to be able to serve the Hispanic Community of North Carolina. We have put together an incredible line-up of talent that is representative of the station’s overall growth in delivering a wide variety of music to the very diverse Latino Community of this region.”

Gates open at 11:00AM Sunday with entertainment lasting until 8:00PM. An array of children’s performers will also be on hand, and there will be a designated kids’ play area (Nino Landia). Children age 12 and under will be admitted free, while advance tickets for Adults are \$20 (plus a Ticketmaster service charge). Tickets will also be available at the gate on the day of the show.

Curtis Media Group is North Carolina’s largest independent radio broadcaster with nineteen stations reaching over one-million weekly listeners in the Triangle, the Triad and Eastern North Carolina. In addition, Curtis operates the Triangle Traffic Network, the Southern Farm Network, Cupid.com, TriangleHelpWanted.com and StateGovernmentRadio.com

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