



Press Release

For Immediate Release

2019 New Mexico Platinum Music Awards to Honor NM Musical Heroes with a Variety of Musical Performances

Six New Mexico Musical Heroes will be Honored at Event with Proceeds Supporting the NM Music Commission's Initiatives, Music in the Schools Programs

Santa Fe, N.M. – August 20, 2019 – The New Mexico Music Commission (NMMC) and the New Mexico Music Commission Foundation (NMMCF) have announced the diverse slate of performers for the third annual New Mexico Platinum Music Awards. The event will honor the lifetime achievements of the six honorees at the Lensic Performing Arts Center in Santa Fe on August 23, 2019. Proceeds from the show will benefit the music commission's initiatives and most notably its Music in the Schools and ART2ART projects. Tickets are available through the Lensic box office.

"This year's Platinum Music Awards show will feature a wide variety of New Mexico's musical genres," said David Schwartz, president of the NMMCF, the non-profit that produces the event. "To celebrate the accomplishments of our honorees, our performers will offer styles including Mariachi, Rock, Jazz, Native American, folk, and classical to name a few"

The 2019 Platinum Music Award honorees include: Jim Bonnell, music educator, professional violist, and leader of the UNM Robb Trust; Bert Dalton, jazz legend and music educator; Noberta Fresquez, producer of Mariachi shows and events; Robert Mirabal, Grammy winning Pueblo musician and flute maker; Cipriano Vigil, folk musician, historian, and teacher; and Lee Berk Award recipient The Candyman Strings & Things Music in Santa Fe celebrating their 50th anniversary.

The Platinum Music Awards – a highlight of Santa Fe Music Week – will be hosted for the third year by Joe West. Scheduled to appear to celebrate the Honorees and the musical culture of New Mexico are the New Mexico School for the Arts Jazz Ensemble, the National Dance Institute Dancers, NM Performing Arts Society, Kayden Kelly, Chuy Martinez, Otilio Ruiz, Belling the Cat, Antonio Reyna, Hillary Smith, Zay Santos, Myrrhine Rosemary, Solomon Howard, Benita Concha Project, Joe West and Friends and special guests.

"The Platinum Music Awards provide important support for New Mexico Music Commission projects, especially music education," said Debra Garcia y Griego, Cabinet Secretary for the New Mexico Department of Cultural Affairs. "With these deserving honorees, the 2019 show promises to be an amazing celebration and we applaud the foundation in organizing this important event."

Tickets for the 2018 Platinum Music Awards show start at \$23 and can be purchased at the Lentic Performing Arts Box office or by calling (505) 988-1234. Tickets are also available online at ticketssantafe.org.

For more information on the Platinum Music Awards ceremony and show, please visit www.platinummusicawards.org.

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About the New Mexico Music Commission:

The New Mexico Music Commission is an advisory body made up of Governor-appointed volunteers who are specialists and leaders in the state's diverse music industry. Their mission is to protect, promote, and preserve the musical traditions of New Mexico, to foster appreciation of the value of music, and to encourage the educational, creative and professional musical activities of the residents of New Mexico. The Commission is administratively attached to New Mexico Arts, a division of the New Mexico Department of Cultural Affairs. In 2017, the New Mexico Music Commission adopted the Platinum Music Awards ceremony and show as their annual signature event and primary fund raiser, per their strategic plan, and charged their Foundation with production, media, and sponsorship of these events.

About the New Mexico Music Commission Foundation

The purpose of the Foundation is to serve at the discretion of the Music Commission in two key areas: Development, by sponsoring fundraisers, seeking donors, sponsors, and benefactors, writing grants, and serving as a fiscal agent for the Music Commission; and, Volunteerism, by providing volunteer support to assist in the execution of Music Commission events and projects. Key Foundation projects include: Platinum Music Awards: The Music Commission has entrusted the Foundation with production, media, and sponsorship of the Platinum Music Awards ceremony and awards show. The Foundation maintains the Platinum Music Awards web site: www.platinummusicawards.org. Music in the Schools: The Foundation has taken the lead on developing a pilot Visiting Artist program with the Santa Fe Public Schools on behalf of the Music Commission. Proceeds from the Platinum Awards show are used to partially fund the pilot, for which professional musicians are hired to deliver assemblies, master classes, clinics, sectionals, and lessons to SFPS music students. It is the hope of the Commission and Foundation that this pilot program will expand to other school districts around the state with the continued growth and success of the Platinum Music Awards ceremony and show.

About the Platinum Music Awards:

"The Platinums" are an evolution of the New Mexico Music Commission's Platinum Achievement Awards established in 2013 to celebrate the role that the music industry plays in the cultural life and economic success of New Mexico. Platinum Music Awards are presented annually to living musicians and music supporters who have demonstrated lifetime achievement in their musical genre or have made significant and distinguished contributions to New Mexico's music industry. A diverse and prestigious list of musicians and other outstanding individuals will be honored. The Platinum Awards will continue to evolve with the state's ever-changing music industry so that the impact and relevance of the awards persist.

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