



PLATINUM MUSIC AWARDS

## Press Release

For Immediate Release

### **New Mexico Platinum Music Awards Announces 2019 Honorees**

*Awards Show to be Held August 23 at Lensic Performing Arts Center in Santa Fe*

**Santa Fe, N.M. – April 25, 2019** – The New Mexico Music Commission (NMMC) and the New Mexico Music Commission Foundation (NMMCF) announce the honorees for the third annual Platinum Music Awards. The winners will be recognized for their lifetime achievement in music performance, education and support, and will be honored in a music-filled awards ceremony and show. The wide range of honorees illustrates New Mexico’s unique musical and cultural diversity. The 2019 Platinum Music Awards will kick off Santa Fe Music Week and will be held at the Lensic Performing Arts Center in Santa Fe on Friday, August 23.

“This is the third annual Platinum Music Awards and this year’s group of honorees is truly amazing. When we honor the awardees at the August show, we will salute them with a range of musical styles that will make a very entertaining evening,” said David Schwartz, president of the New Mexico Music Commission Foundation and producer of the show. “Just as important, the net proceeds from the show support the Commission’s Music in the Schools and ART2ART programs.”

The 2019 Platinum Music Award honorees include:

**Jim Bonnell** - Originally from Alamogordo, Bonnell has spent his entire life selflessly serving as a music educator, professional violist, and promoter of high-quality new music through his longtime service to the University of New Mexico Robb Trust and New Mexico Performing Arts Society.

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**Bert Dalton** - Dalton is a Jazz pianist, arranger, educator, and producer who has been living, teaching, and performing in Santa Fe for 20 years. He has also been music director of the National Dance Institute of New Mexico since 1998.

**Noberta Fresquez** - Fresquez is well known throughout the United States and Mexico in the world of Mariachi. She is the producer and developer on Mariachi Spectacular, Mariachi Christmas show held annually at Popejoy Hall, and the Hispanic Heritage Day Shows at the New Mexico State Fair.

**Robert Mirabal** - Mirabal is a Grammy winning Pueblo musician and Native American flute player and maker from Taos Pueblo. A leading proponent of world music, Mirabal performs worldwide, sharing flute songs, tribal rock, dance, and storytelling.

**Cipriano Vigil** - Vigil is a well-respected native New Mexico folk musician. He has devoted his life to the collecting and performance of Hispano folk music, both in New Mexico and throughout the nation.

**The Lee Berk Foundation Award** - The Lee Berk Foundation Award is selected by the NMMC Foundation and is presented to a business or organization that supports the New Mexico music community. This year's recipient is the Candyman Strings and Things music store, now celebrating its 50th anniversary. Founded by Matthew Schwartzman and now owned by Rand and Cindy Cook, Candyman was named as "Best Dealer in the Music Products Industry" by the National Association of Music Merchants in 2017.

"The Music Commission, through its Platinum Music Awards, acknowledges the unique musical legacy, heritage, and diversity of New Mexico, which is always evolving and growing. The Platinum Awards show expertly shares the stories of our honorees, our New Mexico legends, through a dynamic musical variety show" says Melissa Sanchez, Acting Chair of the New Mexico Music Commission.

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“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 awards promise to be an amazing show and we applaud the foundation in organizing this important event.”

For more information on the Platinum Music Awards ceremony and show, please visit [www.platinummusicawards.org](http://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](http://www.platinummusicawards.org) ceremony and awards show. The Foundation maintains the Platinum Music Awards web site: [www.platinummusicawards.org](http://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. Five (5) 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 Music 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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