Press Release
For immediate release
Contact: Esty Dinur, Director of Marketing and Communications, 608-262-3907
edinue@wisc.edu
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“Dance party with some serious music included:” Poncho Sanchez returns to the Wisconsin Union Theater

The award-winning Poncho Sanchez and his Latin Jazz Band will bring some serious dance music to the Wisconsin Union Theater’s Shannon Hall on Saturday, May 9 at 8 p.m as part of the
Isthmus Jazz Series. Purchase tickets online or call the Box Office at 608-265-ARTS (2787). Tickets can be purchased at the box office in the Wisconsin Union Theater or at Vilas Hall (entrance on East Campus Mall, 821 University Avenue). Ticket prices are as follows: $30 general public, $26 Wisconsin Union members & non UW-Madison students, $28 UW-Madison Faculty & Staff, $10 UW-Madison student (must show ID).

Born in Texas, Sanchez grew up in a suburb of Los Angeles in a swirl of Latin-inspired music genres and American soul and jazz. He found his love for music at an early age, teaching himself to play a multitude of percussion and woodwind instruments, ultimately settling on the congas as his main medium of expression.

It paid off when, in 1975, he landed a position in vibraphonist Cal Tjader’s band, where he stayed until Tjader’s death seven years later. Touring with a band of his own, Sanchez earned a GRAMMY award in 2000 and has created an impressive discography. As Cuban music website Timba says, “Poncho usually brings a mixed bag of music to his stage shows—some mambo jazz for dancing, some Afrocuban jazz for serious listening and even some soul just to mix things up a little. Throw in the band's sense of humor (they banter with the sound man and the audience), and the concerts usually turn into a dance party with some serious music included.” Adds JazzTimes. “The Latin jazz of Poncho Sanchez rolls on like a well-oiled machine, showcasing the verities that have made him North America’s (if not the world’s) most popular conguero-bandleader.”

This performance is presented by the Wisconsin Union Theater’s Performing Arts Committee and Isthmus and is supported in part by a grant from the Wisconsin Arts Board with funds from the State of Wisconsin and the National Endowment for the Arts. Media sponsor id WORT, 89.9 FM.