

In Search of Hip-Hop Latino and Reggaeton Artists

Written by Robert ID2253

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Hip-hop Latino rap artist Chingo Bling, DJ Tony Touch, Machete Music and Wu-Tang Latino have partnered with Cuervo to launch a talent search. Together they will help identify up-and-coming talent in an effort to define the next generation of Latino artists with the evolution of Hispanic Urban music.

Through the talent search and the Cuervo movement, Cuervotn will help showcase the Nueva Generacin of Latino Artists. Tony Touch and Chingo Bling along with representatives from Machete Music and Wu-Tang Latino will tour together to New York, LA, Chicago, Phoenix and Houston to launch the search.

Chingo Bling, a rapper from Houston, Texas has brought a whole new style to hip-hop with a twist of Norteo Mexican Culture. Chingo not only represents his hometown in Houston, but also incorporates the traditions and experiences of his other home in North Tamaulipas, Mexico.

Originally from Puerto Rico, DJ Tony Touch, often referred to as Tony Toca, helped pioneer the reggaeton sound that has become recognized all over the world. Tony has produced some of the most credible reggaeton tracks to date, pairing the top artist from Puerto Rico with established Hip Hop artists from the U.S. and reggae artists from Jamaica. Most recently Tony released the ReggaeTony album.

Cuervotn will help emerging Latino artists by giving them a platform and gain exposure through talent showcases and performances nationwide. Cuervotn will bring the sounds of reggaeton and Hip Hop Latino to a greater audience, and focus on the Nueva Generacin of Latino artists to help define the next generation of Latino influence on Hispanic Urban music. LIFEBeat charity, an HIV/AIDS educational organization, has also partnered with Cuervo to further support the collaborated message of Drink Responsibly, Play Safe.

Events in New York, Los Angeles, Chicago, Houston and Phoenix between January and March will offer emerging artists the opportunity to learn more about the talent search and to enter local showcases to be held in April.

Also coming from Wu Latino - Latin Hip Hop/Reggeton from Los Yo Yais This dynamic duo is

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poised to break the stereotype of what Spanish Hip Hop and Reggaeton should be or sound like. One way to best describe their style is “spectacularly versatile”. Already with a strong following thanks to the Yo Yais Mix tape series, Los Yo Yais burn up the stage at every venue that is privileged to be entertained by their performance. Under the management of Nelson Frias, Shown Black and NP Killah’s talent was rewarded when they became official members of Wu-Tang Latino Family, headed by Rayroq Acosta, in May of 2005. With their smash hit single “Mamita Ven” on the Wu-Latino Album titled “Quemando el Genero”, due out in the first quarter of 2006, Los Yo Yais will prove to the music world that they are a force to be reckoned with.

For more information on Wu Latino contact:

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