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City's latest dose of live music will have Latin American flavor

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Just when it seemed Milwaukee had run out of room for live music events this week, the League of United Latin American Citizens squeezes in another one.

Advertisement The nation's oldest Hispanic civil rights organization is hosting "Concierto de la Gente: Viva la Musica!", a free concert at the Midwest Airlines Center with New York-born merengue music recording artist Elvis Crespo and Los Angeles-based Mariachi Sol de Mexico by Jose Hernandez.

The concert is at 8 p.m. Thursday.

The league, also known as LULAC, is hosting the concert in conjunction with its 77th annual convention, here through Saturday.

The concert is incentive and reward for those who come to the exposition, which features companies, federal agencies and non-profit organizations offering jobs and other services to the Hispanic community, said Darryl Morin, deputy state director for LULAC Wisconsin.

"The whole reason behind our conference is not just to conduct LULAC business but to enable people in the community," Morin said. "The concert is a small gift for people who come out and seek opportunities for a better career, a better education and a better chance to become more informed on the issues of the day."

The concert is also a nice way for the league to give back to the community, said Tina Elmergreen, founder of the Latin Music Fest.

"This will pull people in that normally may not participate and give them an overview of what LULAC does," Elmergreen said.

Crespo and Mariachi Sol de Mexico are perfect choices for entertaining Milwaukee's Hispanic community, Morin and Elmergreen said.

"There is a huge and growing Hispanic population in Wisconsin - particularly in southeast Wisconsin - and we know that these two groups are popular with people from this area," Morin said. "We're trying to do everything world class, so we thought we would bring in world-class entertainment."

Crespo, who took home a Latin Grammy last year for best merengue album for "Saborealo," has been a household name in contemporary Latin music since his debut in the late 1990s. His first album, "Suavemente," reached the top spot on Billboard's National Hot Latin Top 40 in 1998. The same work earned him Billboard awards for Latin album of the year, male artist of the year and song of the year.

Jose Hernandez formed Mariachi Sol de Mexico in 1981. Since then, the 14-member band has gone on to be regarded as one of the nation's premier mariachi performance groups. It has performed with the Beach Boys, Willie Nelson, Brian Adams, Selena and Luis Miguel.

Though the concert is free, attendees must have a ticket for admission. Tickets will be available at 10 this morning at Midwest Airlines Center's exhibition hall.

About 3,000 tickets will be available, organizers said.

[Event details](#)

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