

Cinco de Mayo concert by the King . . . or should we say, El Rey, of Rock and Roll - El Vez

"In the realm of Elvis impersonators, El Vez, the Mexican Elvis, is King . . . a multiethnic, multicultural, multicoostumed revolutionary..." - Karen Schoemer, NEWSWEEK

"He is funny, smart - but more than a jokester - and clever, for the way he intertwines American and Mexican culture together into rock'n'roll for 'La Raza'." - Christian Gassep, BERNER WOCHEN (Switzerland)

"The Presley impersonator for the politically correct." - Kate Muir, THE TIMES (London)

Ladies and Gentlemen: El Vez is Coming to Milwaukee "The Mexican Elvis" to Appear in Latino Arts' Celebration of Cinco de Mayo.

MILWAUKEE, WI - - Latino Arts, Inc. will wrap up its hugely successful Spring 2005 season with a special Cinco de Mayo concert by the King . . . or should we say, El Rey, of Rock and Roll - El Vez, who will be taking the stage of the Latino Arts Auditorium (located in the United Community Center at 1028 S. 9th Street) on Friday, May 6, 2005 at 7:00 PM.

Based in Los Angeles, and channeled through former art gallery curator and punk scene veteran Robert Lopez, "El Vez" has received attention and praise for his over-the-top shows and pointedly political re-interpretations of classics by Elvis and a few other rock legends. Proudly displaying his "Chicanismo", he tackles subject matter that includes illegal immigration ("Suspicious Minds"/"Immigration Time"), Aztec gods, Frida Kahlo, and the Virgin of Guadalupe ("Lawdy Miss Lupe"), all with a combination of affection, humor, defiance, and fervor. As he stated in an interview in Newsweek, "When you come to an El Vez show, you walk away proud to be Mexican. Even when you're not."

El Vez's reputation for fitting in strong social commentary in between multiple costume changes has led to his being lauded by national publications like Life, The Wall Street Journal, People, Village Voice, and even GQ, as well as enthusiastic international coverage of his overseas tours of Europe and Australia. Even academics love him; Elvis expert Vernon Chadwick, an English professor at the University of Mississippi frequently cites him in his lectures on the King: "He's a real post-modernist, a thinker's Elvis."

Tickets are \$20 adults; \$15 seniors (60+); and \$10 for full time students. To purchase tickets, call 414-384-3100 or visit the Latino Arts website at www.latinoartsinc.org

This season's major sponsor is Miller Brewing Company.

About Latino Arts, Inc. - With roots going back more than 20 years, Latino Arts, Inc. was formally established in 1997. Since then, this organization has brought cultural awareness, artistic and educational experiences, and a diversity of Hispanic artists from throughout the Spanish-speaking world to share their talents with the greater Milwaukee community.