

City of Dallas News Release

Public Information Office

www.dallascityhall.com



For Immediate Release
Aug. 30, 2011

For more information contact:
Rosalinda Luna - Latino Cultural Center
(214) 671-0049
Rosalinda.luna@dallascityhall.com

The LCC Presents *Simplemente Lara, a Romantic Musical Review*
Houston actor will pay tribute to composer, Agustín Lara, in Dallas Sept. 23-24

DALLAS, Aug. 30, 2011 – Houston actor, playwright and vocalist, **José Rubén De León** will perform *Simplemente Lara* at the Latino Cultural Center on Sept. 23-24 at 8 p.m. This musical review is a tribute to Agustín Lara, Mexico's most celebrated composer of the 1930s and 40s. For ticket information visit www.brownpapertickets.com.

Agustín Lara's career spanned nearly 70 years; in that time, he wrote over 600 compositions and gained himself an international reputation as one of Mexico's most prolific musicians. Known to his fans as "*Flaco de Oro*," this musician-poet wrote such timeless, moving compositions as "Granada" and "Veracruz", the Mexican city's second national anthem.

De León tells Lara's life story through songs and letters. *Simplemente Lara* is a worthy tribute certain to delight listeners while sweeping them into a realm of romance. Reviewers have described the actor's voice as "an attractive, velvety baritone flecked with a faint burr." De León's training includes a B.A. in theater arts from the University of the Incarnate Word in San Antonio, American Music Theatre and The Young American Summer Theatre Workshop in Petoskey, Mich., and voice training with Courtney Slaughter Proffitt and Kathy Proffitt.

About José Rubén De León

De León began his theatrical career in his hometown, Laredo, Texas. He served as Artistic Administrator and Director for the Laredo Little Theatre. An accomplished vocalist and independent record producer, he has recorded *On Borrowed Time*, *Bengali Lullaby*, *Colección de canciones*

populares antiguas por Federico García Lorca, and *SIMPLEMENTE LARA* , available on CD at farolitomusic.com.

About the Latino Cultural Center

The Latino Cultural Center is a division of the City of Dallas Office of Cultural Affairs. Established in 2003, the LCC's mission is to serve as a regional catalyst for the preservation, development and promotion of Latino and Hispanic arts and culture. The LCC offers a year-round season of programs, including visual arts exhibitions in two galleries and more than 50 dance, theater and music performances annually in the Oak Farms Performance Hall. The LCC's signature family programs include Target Second Saturdays, the Día de los Muertos Celebration, and the annual Posada. The Center is located at 2600 Live Oak, Dallas, Texas 75204. LCC hours: Tuesday – Saturday 10 a.m. to 5 p.m. For additional information, please call 214-671-0045 or visit our Web site at www.dallasculture.org/latinoculturalcenter.

###