



Poncho Sanchez

RAISE YOUR HAND

Poncho Sanchez and his legendary band pay homage to some of his soul heroes, as well as reaching into the timeless traditions of Afro-Cuban jazz.

- Features special guests **STEVE CROPPER, EDDIE FLOYD, BOOKER T. JONES, MACEO PARKER** and more!
- Also features Spanish-language stars **ANDY MONTANEZ & JOSÉ "PERICO" HERNANDEZ**
- Poncho Sanchez has Sound Scanned **MORE THAN 500,000 CDs** in his career
- This is his **FIRST ALBUM IN 2 YEARS**

Selections:

- | | |
|------------------------------------|-------------------------------------|
| 01. Raise Your Hand (3:49) | 06. Gestation (4:54) |
| 02. Tropi Blue (5:07) | 07. Maceo's House (5:52) |
| 03. Shotgun (3:55) | 08. ¿Dónde Va Chichi? (6:25) |
| 04. El Agua De Belen (6:12) | 09. Amor Con Amor (5:49) |
| 05. Rosarito (3:56) | 10. Knock On Wood (3:33) |

National Tour Dates

Apr 26-29	NEW YORK, NY	Blue Note
May 11	BAKERSFIELD, CA	CSU Amphitheater
May 19	NEWPORT BEACH, CA	Newport Beach Fest.
June 27-Jul 1	OAKLAND, CA	Yoshi's
July 22	RENO, NV	Harrah's
July 29	KENNESAW, GA	State University
Aug 4	WRIGHTWOOD, CA	Jazz Festival
Aug 12	LONG BEACH, CA	Jazz Festival
Sep 8	FRESNO, CA	Fresno Festival
Sep 9	SAN DIEGO, CA	Jazz Festival
Sep 28	LOS ANGELES, CA	Wavefest
Oct 11	TUSCON, AZ	U of A

And More!

Also By Poncho Sanchez...

<i>Do It</i>	CCD-2290	C18
<i>Latin Spirits</i>	CCD-4981	C18
<i>Soul of the Conga</i>	CCD-4894	GF

And More!

Poncho Sanchez Top 10 Sales Markets (in order):

LOS ANGELES • NEW YORK • SAN FRANCISCO
CHICAGO • WASHINGTON DC • SAN DIEGO
BOSTON • MIAMI • PHILADELPHIA • DENVER

Radio

Full CD to be serviced to ALL JAZZ RADIO on May 8. **ADD DATE: MAY 22, 2007**

Print Advertising

<i>LATIN BEAT</i>	1/2p	June
<i>MODERN DRUMMER</i>	1/4p	July
<i>DOWN BEAT</i>	1/4p	June
<i>GLOBAL RHYTHM</i>	1/4p	July
[includes track on monthly CD sampler]		
<i>LA OPINION</i>	1/4p	May 22
<i>AL BORDE</i>	1/4p	May 22

Merchandise/P.O.P

11" by 17" color posters available for use at tour venues and retail

Lifestyle Marketing

Laemmle's Theatres: In-theatre play for all 84 theatres [LA, NY, Dallas, Houston] in June; includes in-lobby displays/postcards

New Media

Extensive Internet marketing campaign to commence securing reviews and features on entertainment and lifestyle sites; viral campaigns on free sites, social network sites and blogs; contests and giveaways; streamings; and much more.

Artist/Title: **Poncho Sanchez/ Raise Your Hand**

Street Date: **May 22, 2007**

Order Due Date: **May 02, 2007**

Notes:



Genre: **Latin Jazz**

Box Lot: **30**

Label: **Concord Picante**

CD-Selection #

Price Code: **C18**

Packaging: **Jewel Case – 1 CD**

CCD-30149