



For Immediate Release
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“King of the Accordion” Ramon Ayala Holds Court at Eastside Cannery
Legend of Mexico’s Famed Norteno Music To Play His Classic Hits

Click to Tweet: <http://ctt.ec/71422> Mexican musician and composer #KingoftheAccordion @ramonayala concert @eastsidecannery on Sept. 11 at 8pm ticketmaster.com

LAS VEGAS – Famed Mexican musician and composer Ramon Ayala will be playing at the Eastside Cannery Casino & Hotel on September 11, 2015 at 8p.m.

Known as the “King of the Accordion,” Ayala revolutionized the *norteno* genre of Mexican music, a type of music he has been playing for 50 years. With more than 105 albums, four Grammy Awards including an American Grammy, and many classic songs stretching back to the 1960s, Ayala is a legend of Mexican music.

Norteno, or northern, music is a genre of Mexican music that traces its origins to Polish and German polka and waltz music as well as traditional Mexican and Spanish musical styles. The popularity of *norteno* has spread from its origins in northern Mexico to other Latin American countries as well as the southwestern United States.

Ayala has been instrumental in this resurgence in the popularity of *norteno* music. In the early 1960s at the beginning of his career, Ayala and his band revived the genre, livening up the lyrics and music and creating unique stylings to appeal to broader audiences. His first hit single was “Ya No Llores,” recorded in 1963. Since then Ayala has recorded numerous hits as part of different *norteno* groups, including “Un Rinconcito En El Cielo” and “Chaparra de Mi Amor,” and together with his brother, created a style that has become the standard in *norteno* music. His album, “En Vivo... El Hombre Y Su Música,” was awarded an American Grammy in 2001.

Tickets for Ramon Ayala’s performance at 8pm at the Eastside Cannery start at \$46.95 and are available through www.ticketmaster.com. The Eastside Cannery Casino & Hotel is located at 5255 Boulder Hwy, Las Vegas, Nev.

About Eastside Cannery Casino & Hotel

Eastside Cannery Casino & Hotel, located at 5255 Boulder Highway in Las Vegas, Nev., 7 miles from McCarran International Airport, is owned and operated by Cannery Casino Resorts, LLC (CCR). The property offers 65,000 square-feet of gaming including slot machines, table games, a sports and race book, bingo hall, and a CAN Club loyalty card reward program; a 16 floor 306-guest room hotel with a fitness center, pool, Jacuzzi, and cabanas; seven restaurants and bars including a buffet and a coffee kiosk serving Starbucks; 20,000 square feet of flexible banquet hall space including a 16th floor private event lounge with views of the city; and a 1,200 seat multi-function concert venue. For more information visit www.eastsidecannery.com. Or get social with us on Twitter and Instagram @EastsideCan or on Facebook at www.facebook.com/eastsidecannery.

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