



# The Latin Recording Academy®

Latin Academy of Recording Arts & Sciences, Inc.

[www.latingrammy.com](http://www.latingrammy.com)

*For Immediate Release*

## THE LATIN RECORDING ACADEMY® LAUNCHES NEW PARTNERSHIP WITH INDEPENDENT MUSIC MERCHANDISER CINDER BLOCK LLC TO CREATE LATIN GRAMMY® MERCHANDISE

*14th Annual Latin GRAMMY Merchandise Available Sept. 25 and  
Will Provide Fans the Opportunity to Attend the Show*

MIAMI (Sept. 24, 2013) — [The Latin Recording Academy](#)® announced today the launch of a new partnership with independent music merchandising company **Cinder Block LLC** to produce official **Latin GRAMMY® merchandise**. The collection, designed for both men and women, will celebrate the energy and emotion of The Biggest Night in Latin Music™. The apparel and novelty items will be available nationally through the official online store at [latingrammystore.com](http://latingrammystore.com) as well as at select boutique retail locations in Las Vegas. This new venture will also send one lucky music fan and their guest to experience first-hand the excitement of the 14th Annual Latin GRAMMY Awards®, which will be broadcast live from Las Vegas' Mandalay Bay Events Center on Thursday Nov. 21 on the Univision Network at 8 p.m. ET/7 p.m. CST.

"We are truly excited to partner with Cinder Block and look forward to providing the loyal and enthusiastic Latin music fans with incredible memorabilia and interesting merchandise to show their pride and commemorate this year's Latin GRAMMYs," said Gabriel Abaroa Jr., President/CEO of The Latin Recording Academy. "As our organization continues to grow and evolve, we are thrilled to be aligned with an innovative and leading independent merchandise and design company."

The new merchandise collection will include an array of casual yet fashionable apparel items, eclectic novelty pieces and some commemorative items featuring the beautiful official artwork from past Latin GRAMMY shows — all perfect for music enthusiasts and fans. The Latin GRAMMY collection will be priced affordably and on trend. New items will be added to the Web store throughout the year with frequent special promotions and limited-edition items to appeal to music lovers in general.

"For our company, it is an honor to partner with the Latin GRAMMY brand, which has been celebrating the incredible diversity of Latin music and culture for more than 13 years," said Jason Greene, CEO of Cinder Block LLC. "We consider this the perfect platform to introduce this exceptionally fun and vibrant collection to the emerging Hispanic market and we look forward to being a contributing partner to The Biggest Night in Latin Music."

As part of the kickoff to the new partnership and merchandise collection, Cinder Block will provide a lucky consumer the opportunity to win two tickets to this year's telecast and official Latin GRAMMY After Party in Las Vegas. The sweepstakes will begin on Sept. 25, 2013, and run through Nov. 1, 2013. Every purchase made via the new [Latin GRAMMY store](#) website will be automatically entered to win the music experience.

### **About Cinder Block**

Since 1989, Cinder Block has operated as the leading independent music merchandising and brand licensing company with a reputation in the industry for unparalleled customer service and exceptional design quality. Cinderblock's roster includes a powerful array of many of the world's preeminent music and pop culture brands including, the Misfits, the National, Postal Service, Weezer, Of Monsters And Men, Vans Warped Tour, Laker's Nation, and many more. Supported by a staff of professionals with combined experience of more than 100 years, Cinder Block offers its music and pop-culture partners the most comprehensive suite of merchandising solutions in the industry. From retail sales to state-of-the-art e-commerce platforms, from live-event merchandising to ticketing, and from VIP experiences to distribution, Cinder Block connects their partners to their fans like no others.

### **About The Latin Recording Academy**

**The Latin Recording Academy** is an international, membership-based organization comprised of Spanish- and Portuguese-speaking recording artists, musicians, songwriters, producers and other creative and technical recording professionals. The organization is dedicated to improving the quality of life and cultural condition for Latin music and its makers. In addition to producing the Latin GRAMMY Awards to honor excellence in the recorded arts and sciences, The Latin Recording Academy provides educational and outreach programs for the Latin music community. For more information about The Latin Recording Academy, please visit [LatinGRAMMY.com](http://LatinGRAMMY.com). For breaking news and exclusive content, follow @LatinGRAMMYs on [Twitter](#), like "Latin GRAMMYs" on [Facebook](#), and join the Latin GRAMMYs' social communities on [Foursquare](#), [Google+](#), [Instagram](#), [Pinterest](#), [Tumblr](#), and [YouTube](#).

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