

****FOR IMMEDIATE RELEASE****



**DAVID BISBAL, FRANCO DE VITA, JUANES,
PRINCE ROYCE, AND ROBERTO TAPIA
TO PERFORM AT THE LATIN GRAMMY® ACOUSTIC SESSIONS**

***The Exclusive and Intimate Concert Series is Presented by 7UP®
With Official Sponsors McDonald's® and Avianca®,
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Sept. 09, 2014 (MIAMI) — **The Latin Recording Academy®** and **Eventus** announce cross-country lineup for the **2014 Latin GRAMMY® Acoustic Sessions**, which will feature performances by **David Bisbal, Franco De Vita, Juanes, Prince Royce, and Roberto Tapia**. Now in its fourth year, this exclusive invitation-only music series will take place in New York, Miami, Dallas, Los Angeles, and Chicago beginning Sept. 24 through Nov. 5, 2014.

"We are proud to continue this successful celebration and bring the excitement of the Latin GRAMMYs to music enthusiasts across the country," said Gabriel Abaroa Jr., President/CEO of The Latin Recording Academy. "We would like to extend our sincere gratitude to all of the talented artists who join us this year and an enormous thank you to our sponsors for their continued support. We look forward to another exciting year filled with amazing music."

The unique acoustic performances will kick off in Los Angeles on Sept. 24, the same day nominations for the 15th Annual Latin GRAMMY Awards® are announced. That evening, Latin GRAMMY-nominated singer Prince Royce will take the stage; on Oct. 1, Regional Mexican singer and television personality Roberto Tapia will serenade audiences in Chicago; on Oct. 9, multi-Latin GRAMMY-winning Colombian superstar Juanes will swoon fans in Dallas; on Oct. 23, New York will witness a special performance by Latin GRAMMY winner David Bisbal; and closing the series on Nov. 5, legendary Latin GRAMMY-winning Venezuelan singer/composer Franco De Vita will heat up Miami. The Latin GRAMMY Acoustic Sessions lead up to the biggest night in Latin music, the 15th Annual Latin GRAMMY Awards. The concert series, presented by 7UP® with official sponsors McDonald's® and Avianca®, and partner sponsor Vivemejor.com, is designed to offer intimate performances to an exclusive audience.

"This year, our stellar lineup speaks for itself and we're very excited to take this exclusive national series on tour again," said Nelson Albareda, President of Eventus. "During the past three years the series has offered truly memorable evenings of great music, energy and entertainment and we are more committed than ever to maintain this standard with the support of The Latin Recording Academy and our sponsors."

The 15th Annual Latin GRAMMY Awards will be broadcast live from MGM Grand Garden Arena in Las Vegas on Thursday, Nov. 20, from 8 – 11 p.m. ET/PT (7 p.m. Central) on Univision. In addition to its U.S. broadcast, the Latin GRAMMY Awards will be broadcast in more than 100 countries worldwide.

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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. For breaking news and exclusive content, follow @LatinGRAMMYs on [Twitter](https://twitter.com/LatinGRAMMYs), like "Latin GRAMMYs" on [Facebook](https://www.facebook.com/LatinGRAMMYs), and join the Latin GRAMMYs' social communities on [Foursquare](https://www.foursquare.com/LatinGRAMMYs), [Google+](https://www.google.com/+LatinGRAMMYs), [Instagram](https://www.instagram.com/LatinGRAMMYs), [Pinterest](https://www.pinterest.com/LatinGRAMMYs), [Tumblr](https://www.tumblr.com/LatinGRAMMYs), and [YouTube](https://www.youtube.com/LatinGRAMMYs).

About Eventus

Eventus is an experiential, sports and entertainment marketing company focused on connecting brands with consumers. Eventus operates distinct business units focused on delivering innovative event properties, media properties, and integrated promotional programs targeting the multicultural markets. The company is headquartered in Miami with offices in major cities across the United States. For more information on Eventus, please visit www.eventuslive.com.

About 7UP

7UP is one of many flavorful brands in the beverage portfolio of Dr Pepper Snapple Group (NYSE: DPS). A favorite since 1929, 7UP is THE UNCOLA. 7UP is available in Regular, 10 calorie, Diet and Cherry varieties. DPS is a leading producer of flavored beverages, marketing 50-plus beverage brands across North America and the Caribbean. For more information, visit 7UP.com or DrPepperSnapple.com. For the brand's latest news and updates, follow 7UP at [Facebook.com/7UP](https://www.facebook.com/7UP) [Twitter.com/7UP](https://twitter.com/7UP).

About McDonald's

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About Avianca

Avianca is the commercial brand that represents the Latin American airlines integrated in Avianca Holdings S.A. Its workforce of over 19,000 employees has been recognized to provide an excellent world class service. The Avianca airlines, specialized in air cargo and passenger transportation, serve 100 direct destinations in 26 countries throughout the American and European continents with its modern fleet of 155 short, medium, and long haul aircraft. Through its membership with Star Alliance, Avianca offers the possibility to connect to more than 1,300 airports in 192 countries globally. Through LifeMiles, the loyalty program, the airline offers a wide range of benefits and travel options to its more than 5.5 million registered members. Throughout 2013 Avianca transported 24.1 million passengers. For more information please visit avianca.com, or contact us through social networks: [Facebook.com/aviancaoficial](https://www.facebook.com/aviancaoficial), [Twitter.com/Avianca](https://twitter.com/Avianca) or @Avianca, [Youtube.com/Avianca](https://www.youtube.com/Avianca), [Pinterest.com/aviancaairlines](https://www.pinterest.com/aviancaairlines).

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