



ARTS & CULTURE

Tego Calderon Celebrates His Nomination for the Latin Grammy Awards by Joining Verizon Wireless with His Hit Single 'Tradicional a lo Bravo' (Traditional the Wild Way)

LOS ANGELES, October 24 /PRNewswire-HISPANIC PR WIRE/ -- After two years of working on his many presentations during his tour through Latin America and Europe, Tego Calderon, the pioneer of Urban music, celebrates his two nominations for the 2008 Latin Grammy Awards, with the announcement that after today, Friday, October 24, 2008, Verizon Wireless will launch a 30 second commercial on the most popular Hispanic television networks in the United States, with the image and music of the Abayarde.

It is anticipated that the commercial will air during peak hours, showing images of the musical video song 'Tradicional a lo Bravo' (Traditional the Wild Way). In this clip, we can hear Tego's voice describing how challenging and important it is for him to have achieved this recognition. The commercial is part of a Verizon campaign that was successfully launched last year. In 30 seconds it honors those artists who have been nominated for this important prize. Good editing, original audio by Tego Calderon, images of the musical video and the song's melody all make up parts of the commercial. Television viewers will be able to enjoy the commercial two weeks prior to the awards ceremony as well as the night of the gala, which will be held November 13 at the Toyota Center in Houston, TX, via the Univision network.

Tego Calderon is nominated for Best Urban Music Album for 'El Abayarde Contra-Ataca' (The Abayarde Counter-attacks) and Best Urban Song for 'Ni Fu Ni Fa' (Neither Here nor There). It is not the first time that he has been nominated and it is hoped that this November Tego will be able to take a small statue to his Isle of Enchantment.

This has been a great year for Tego. In addition to his two nominations and the commercial with Verizon Wireless, the artist is preparing to launch the sale of his new single, "Pegaito a la Pared" (Stuck to the Wall), under his own recording label Jiggiri Records. Millions of his fans will be able to purchase the theme both as song and ring tone through the world's best-known music portals.

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