



# Susana Baca Afrodiáspora

For decades, Grammy Award winner Susana Baca has represented Peruvian music to the world. Here, Susana gives voice to her life-long immersion in the music of the *African Diaspora*. The songs of African descendants in Cuba, Argentina, New Orleans, and across the world... the rhythms of forro, cumbia, tango... *Afrodiáspora* is a travelog that spans centuries and continents through the voice of one of the world's most celebrated singers.

## MARKETING POINTS:

**PUBLICITY:** National and Regional press handled by Jesse Cutler. Features slated for AOL Spinner, National Geographic, Wall Street Journal, more to come.

**RADIO:** Key Non-Commercial, Specialty, AAA, and world music stations and broadcasters serviced. All past Susana Baca records have charted high in world categories.

**ONLINE:** Marketing campaign by Sneak Attack. Website banners, audio samples and email blasts to target demographics.

**KEY MARKETS:**  
San Francisco, New York, Chicago and Los Angeles

"Ms. Baca, with her cool, distinct voice, as beautiful as any working in pop, has the strength to create her own tradition."

**-New York Times**

"Baca captures history, even as she transcends it."

**-Rolling Stone**

"The focus, as it should be, is on the Afro-Peruvian singer's stunning voice: She sings with an extraordinarily smooth tone, touched with an almost subliminal rasp, and phrases with such grace and precision you immediately know you're listening to a master." **-Salon.com**

Baca's smoky, ethereal voice has an ageless dignity, a rare authority." **-Chicago Tribune**

"Susana Baca is one of the great voices of modern Peru. She's taken the country's Afro-Peruvian musical heritage to stages and airwaves around the world, becoming a key figure in reviving a culture that had been largely ignored within its country." **-NPR**

## DETAILS:

**RELEASE DATE:** May 10, 2011

**LIST PRICE:** \$15.99

**GENRE:** World, Latin

**PACKAGING:** Jewel Case with O-Card

**UPC:** 680899007726

**CATALOG #:** CD LBOP 0077

**WWW.LUAKABOP.COM**

