

## Local non-profit, women's music festival organizers seek donations from community

### FOR IMMEDIATE RELEASE:

**El Paso, Texas (March 29, 2018)-** Alive Audio and Reynolds Home seek feminine hygiene and toiletry product donations before and during the third annual Women Who Rock Festival. The three-month long festival takes place on Cinco de Mayo, (Saturday, May 5) Saturday, June 2 and Sunday, July 1 at Painted Dunes Desert Golf Course, 12000 McCombs in northeast El Paso. Admission is free to all three shows. Gates open at 6 p.m.

Organizers hope to collect the following products from the public: Any sealed and brand new shampoo, conditioner, lotion, soap, tampons, sanitary napkins and monetary donations. Prior to Women Who Rock, items can be dropped off at Reynolds Home, 8023 San Jose Road in the Lower Valley. The non-profit assists homeless women and children with transitioning into their own homes. On average, it takes about 70 days to help these families move into their own apartment.

"We house 10 to 12 women and 13 to 15 teenagers. We teach the girls how to use these products," Volunteer Coordinator at Reynolds Home Star Lucero-Ortiz said.

Lucero-Ortiz added "I really hope this year is a good turnout. I am optimistic about it."

May 5 features local Indie pop rock band The Chamanas. To date, the four-piece band's launched three music videos, along with their full-length album, "Once Once" in 2015. Their album was recorded at the legendary Sonic Ranch Studio in near-by Tornillo, Texas. "Once Once" won best pop album at the Independent Music Awards (IMAS) in Mexico City. The Chamanas also were nominated for best new artist at the Latin Grammys in 2016. They've collaborated with several bands including Portugal The Man. They even opened for Portugal the Man at El Paso's Plaza Theatre in October 2017. The Chamanas performed at several other music festivals worldwide including El Paso's Neon Desert, SXSW in Austin, JRZ Music Fest in Juarez, ALMEX in Colombia and Vive Latino in Mexico City.

Students from local music schools also will perform at the festival each month. The June 2 show includes various local rock bands. July 1 celebrates our nation's birthday with a country music performance.

"We do this because we want to give back to the community," Alive Audio owner Alex Vargas said.

Alive Audio plans to put together other festivals throughout the year. The sound and stage management company is backed by more than 20 years of industry experience. Alive Audio organizes events of all sizes throughout Texas and surrounding areas.

For more information, please contact Alive Audio owner Alex Vargas at [915-269-9919](tel:915-269-9919) or by e-mail at [aliveaudio915@gmail.com](mailto:aliveaudio915@gmail.com) Star Lucero-Ortiz can be contacted at 915-929-9055