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WHY SOME PEOPLE THINK

CELIA CRUZ

IS TOM'S MOTHER.

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KIDS DON'T GET ENOUGH ART THESE DAYS. Not at school. Not at home. Not even from TV. They don't experience enough jazz or opera or dance. Or even such art forms as salsa music. Which is why some kids think that an international Cuban star is the mother of an international movie star — simply because their last names sound the same. But the similarities stop there. Because only one of them can carry a tune.

A RISKY VOCALIST.

Celia Cruz didn't start off as the Queen of Salsa. Her humble beginnings began in Cuba. As one of 4 brothers and sisters, Celia sang to tourists who gave her shoes instead of money. She bounced around from school productions to talent shows to Cuba's Conservatory of Music. Finally, in 1950 she got her big break with La Sonora Matancera, the Latin equivalent of the Duke Ellington Orchestra. It was there where she honed her unique vocal style and proved that women could sell as many records as men.



In order to become a hip-swiveling-larger-than-life-Latin superstar, you have to take some risks. And wear fashionable shades.



The undisputed Queen of Salsa. Funny, she doesn't look like a hot sauce.

Celia Cruz was an original. An iconoclast. A maverick. She said "adios" to Cuba, became a citizen of the United States and joined forces with percussionist Tito Puente. But their combined star power wasn't enough to excite the masses. It was apparent: The public wasn't ready.

SALSA: EXTRA SPICY.

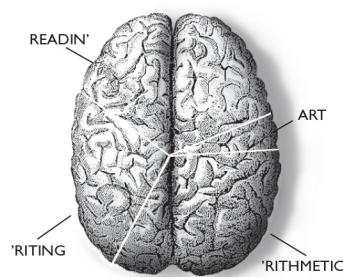
Then came 1973. At her now-legendary Carnegie Hall appearance, Celia Cruz burst onto the concert stage wearing flamboyant costumes, jewelry and wigs – with

a voice that brought down the house.

No one on the face of the planet had seen anything like Celia Cruz. She appeared with The Fania All Stars and collaborated with such artists as David Byrne and Willie Colon. By the time she appeared in the 1992 film, *The Mambo Kings*, Celia Cruz was at the height of her power. At her death in 2003, the world mourned a singular talent. But in her wake she left a musical legacy. She brought salsa music (and its culture) to generations. Every hot and spicy bit of it.

HOW DO YOU SAY "ART" IN SPANISH?

Art in any language has the ability to open minds. Art can have an amazing influence on kids. In fact, the more art a kid gets, the more knowledgeable he or she can become in subjects like science. From salsa to science? ¡Ay caramba! The overall result is that your kids will grow up to be well-rounded adults. And that is music to any parent's ears. For *Ten Simple Ways* to get more art in kids' lives, visit www.AmericansForTheArts.org.



Turn your brain from "mild" to "caliente." Make room for art in your kid's life.

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