BMI AND THE APOLLO THEATER PRESENT ’HOW I WROTE THAT SONG ‘LA HISTORIA DETRAS DE UNA CANCION’

*Panelists 24Horas, El Dusty, Xtassy (of A&X), David Escobar & Ana Isabel To Discuss Keys To Crafting A Hit Song*

*Event To Take Place At The Iconic Theater In Harlem Presented As Part Of*

*The Apollo Theater Education Program*

**New York -- (March 20, 2017) Broadcast Music, Inc**.®, (BMI®) and the Apollo Theaterpartner to present BMI’s renowned ‘How I Wrote That Song’ panel at the Harlem Theater. The panel discussion, which is also presented as part of the Apollo Theater Education Career Panel series, will provide an opportunity for aspiring songwriters and composers to learn about the craft of songwriting from today’s Latin music hitmakers. This event is open to the public and free of charge, at the iconic Theater on **Tuesday, April 4, 2017**. Doors open at 5:30 p.m.

BMI’s ‘How I Wrote That Song’ celebrates chart-topping and aspiring singer-songwriters and producers, and serves as a platform for panelists to discuss the process of writing, producing and performing hit songs. The informative and entertaining panel will include some of the industry’s most talented Latin music creators of today. Featured panelists include**,** **24Horas, El Dusty, A&X’s Xtassy, David Escobar** and **Ana Isabel**. Isabel will also be acting as moderator for the panel.

The Apollo Theater Education Program extends the Theater’s commitment to serve as a resource and gathering place for the entire community. The nonprofit Theater’s education programs include events for school children and families; career development for teens and adults through the Apollo Theater Academy; and discussions on cultural and civic issues important to the Harlem community that highlight the history of the Apollo and its impact on American art, culture, and entertainment. Apollo Career Panels feature interviews and discussions with theater, music and media industry professionals.

Anyone interested in attending should RSVP at the following link <http://www.eventbrite.com/e/apollo-career-panel-how-i-wrote-that-song-registration-18724140408>.

**About the panelists:**

**24Horas** are a bachata trio from New York City who began topping the tropical charts since 2010 with their debut single, "24 Horas." Hailing from Washington Heights, a predominantly Dominican neighborhood in Manhattan, the duo is comprised of Mickey Then (born Jonathan Then) and Joell Jaquez (born Rodolfo Jaquez). Their 2010 album debut *Los Inolvidables* was released on Machete Music, spawned a pair of chart-topping tropical smashes "24 Horas" and the Top 30 hit "Mami Dame un Beso." The one-off single "Duele Duele" followed in 2011. Their new album *TIEMPO* marks their return and already two singles “Aun Me Perteneces” reached Top 10 on the *Billboard* Tropical Airplay chart and “Por Tu Culpa” reached #1 on the *Billboard* Tropical Airplay chart.

Corpus Christi based Latin Grammy nominated producer, Dusty **‘El Dusty’** Oliveira is considered by some to be the inventor of Cumbia Electronica, as he was feeding cumbia into his sound processor and synthesizer before the turn of the millennium.  Operating behind the mixer and console, what Lee Scratch Perry is to Reggae, Dusty is to cumbia.  Cumbia is the sound he reps, with a unique take on bass music that merges the sound of hip-hop, trap and Latin rhythms for something that is insanely danceable and fun.  His mixes jump tempos by switching from half-time slumpers to Latin house, to full on salsa at some points then back to groovy dance hall often leaving audiences captivated.

**Xtassy** one half of the Dominican Republic born hitmaking production team A&X, comprised of Alcover (Milton "Alcover" Restituyo) and Xtassy (Juan “Xtassy” Abreu) who were raised in New York. Xtassy and Alcover are one of the top songwriters and producers in Latin Music and their creativity has earned them recognition across genres, and is swiftly gaining worldwide acclaim. Xtassy joined forces with Alcover in New York and together have shown that the combination of their talents is unique and has given them the opportunity to work with several artists internationally. Their musical adventures, dedication and preparation, has continued to ascend as top producers and songwriters and hit makers and have garnered them major hits including Don Omar's #1 smash hit “Dutty Love” and many more.

**David Escobar’s** relentless passion for music is what led him to his career as a singer/songwriter. As the founder and lead singer of his Latin pop-rock band called Zona Rosa, David took every opportunity to perform at bars, nightclubs, and even well-known venues such as the Prudential Center, Citi Field and Radio City Music Hall alongside artists such as Ricky Martin, Juanes, Juan Luis Guerra, and Alejandro Sanz. In 2012 David got together in the studio with NY’s La Mega DJ Alex Sensation and wrote the Spanish version of the Brazilian song *Balada Boa* by Gusttavo Lima, which became Alex’s first radio hit, *Noche de Placer*. David’s breakthrough as a songwriter came with Alex Sensation’s latest mega hit, “La Mala y La Buena*”* that reached #1 in the Billboard’s Tropical Songs chart.

**Ana Isabel** is a singer, actress, and Puerto Rican dancer recognized as a young star. In 2010, *Billboard* added her to their artist to watch list which, as soon thereafter her career propelled. She’s garnered multiple radio hits in various Latin American Markets and has millions of video views on YouTube. Her vocal versatility ranges from singing alongside artists such as Plácido Domingo, David Bisbal, Luis Fonsi to Demi Lovato and Canada's K-nan. She’s also secured roles alongside Golden Globe and Academy Award nominated actors, starred on Broadway and secured national commercials for the NBA. Isabel is continuing her stellar acting success and preparing to release new music in 2017.

**About The Apollo Theater**

The legendary Apollo Theater—the soul of American culture—plays a vital role in cultivating emerging talents and launching legends. Since its founding, the Apollo has served as a center of innovation and a creative catalyst for Harlem, the city of New York, and the world.

With music at its core, the Apollo’s programming extends to dance, theater, spoken word, and more. This includes the October 2014 premiere and 2015 international tour of the dance celebration project James Brown: Get on the Good Foot, the annual Africa Now! Festival, and the recent New York premiere of the opera Charlie Parker’s YARDBIRD. The Apollo is a presenting organization that also produces festivals, large-scale dance and music works organized around a set of core initiatives: Apollo Music Signature Programs—Amateur Night, Salon Series, Apollo Music Café; Legacy Series— work that celebrates and extends the Apollo’s legacy through a contemporary lens; Global Festivals including the Women of the World (WOW) Festival and Breakin’ Convention, international and U.S.-based artist presentations focused on a specific theme; and Special Projects, multidisciplinary work with partner organizations.

Since introducing the first Amateur Night contests in 1934, the Apollo Theater has served as a testing ground for new artists working across a variety of art forms, and has ushered in the emergence of many new musical genres—including jazz, swing, bebop, R&B, gospel, blues, soul, and hip hop. Among the countless legendary performers who launched their careers at the Apollo are D’Angelo, Lauryn Hill, Machine Gun Kelly, Miri Ben Ari, Ella Fitzgerald, Sarah Vaughan, Billie Holiday, James Brown, Michael Jackson, Gladys Knight, Luther Vandross, and Stevie Wonder; and the Apollo’s forward-looking artistic vision continues to build on this legacy.

The Apollo Theater is a not-for-profit organization with the mission to extend the institution’s role in fostering artistic innovation and in building appreciation of American culture around the world. For more information, visit www.apollotheater.org .

###

**Media contacts:**

Marlene Meraz / BMI Los Angeles

310.289.6325 / [mmeraz@bmi.com](mailto:mmeraz@bmi.com)

Jarred Hopkins/ Apollo Theater

212.531-5340/ Jarred.Hopkins@apollotheater.org