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Highest Grossing female Mexican Regional Tour Artist, Jenni Rivera, Lends Voice to Defend the People of Arizona

Joins International Movement for Human Rights Against SB 1070

(Phoenix, AZ) La Gran Señora, Jenni Rivera, joins the movement against SB 1070 with a live concert at the end of Saturday's march from Indian Steele Park to the State Capitol.

The legendary winner of "Best Artist of the Year" in 2009 from Premios de la Radio and leader of the Regional Mexican genre, Jenni Rivera, answers the call of the people of Arizona for a leader and a voice to represent their struggles. While other artists have contributed their names, Jenni has offered to present herself on May 29, 2010, at the Capitol stage at the culmination of the march that will bring thousands of people together to join in Jenni Rivera's plea to end this vicious attack on the immigrant and Latino community as whole.

As the daughter of immigrants herself and a proud mother of five, Rivera takes her role as a Mexican American artist seriously. She performs to be the voice of her people, to assert dignity in the face of this insulting law. Jenni Rivera has connected with fans through her own struggles and is an icon of perseverance and hope.

Jenni Rivera chose to participate in the march because she shares the outrage of the tens of thousands of people who will march prior to the concert and who have been targeted by this hateful law that views any Mexican American or anyone with brown skin as "reasonably

suspicious.” SB 1070, scheduled to go into effect on July 29, 2010 unless stopped by federal courts. This law would require law enforcement to investigate the documentation status of anyone they deem “reasonably suspicious.” Cardinal Mahoney of Los Angeles likened the law to those of Nazi Germany. President Obama stated SB 1070 is against fairness and the values of our country.

“No one represents the voices, hopes, and dreams of the people affected by this law more than Jenni Rivera” explains Pablo Alvarado, Director of the National Day Laborer Organizing Network. “SB 1070 isn’t just a threat to public safety, it’s an attack on our proud culture and traditions,” commented Salvador Reza from the Puente Movement. “There’s no one better than Jenni Rivera to stand up with the people of Arizona. Her performance with us isn’t just entertainment; it affirms our dignity and the best of who we are as a people.”

“La ‘Diva,’ de La Banda,” Jenni Rivera, plans to dedicate her concert to those in Arizona who are diligently working on the front lines confronting this dreadful law and who on a daily basis fight for basic human rights to dignity.

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