

please schedule for Wednesday June 23, 2010

10-1037

TO CITY CLERK FOR PLACEMENT ON NEXT
RESOLUTION REGULAR COUNCIL AGENDA TO BE POSTED #51

PEDRO RIVERA: CELEBRATING A LIFE OF ACHIEVEMENT

WHEREAS, Don Pedro Rivera Cervantes represents the embodiment of achieving the American Dream, having emigrated to the United States in 1966 from Sonora, Mexico and going on to create a musical dynasty around his family name; and

WHEREAS, Don Pedro Rivera Cervantes is a composer, interpreter, actor, producer who has launched the careers of several singers, including Don Pedro Rivera, best known as the "Patriarch of the Corrido"; and

WHEREAS, Don Pedro is the father of famous Mexican regional music singers Jenni, Juan, Pedro and Lupillo Rivera, also known as "the Rivera Dynasty," who are popular in both the United States and Mexico; and

WHEREAS, in 1988 Don Pedro established his own record company under the name "Cintas Acuario", where he launched the musical careers of musicians that he discovered like Chalino Sanchez, El Chapo de Sinaloa, Los Razos, Graciela Beltran, Los Canelos de Durango, Valentin Elizalde and La Rebelion Nortefa, among others; and

WHEREAS, Don Pedro Rivera Cervantes has been in the national Hispanic media, including the talk shows of Don Francisco and Cristina of the Univision Network;

NOW, THEREFORE, BE IT RESOLVED, ~~with the concurrence of the Mayor,~~ that by the adoption of this Resolution, the City of Los Angeles hereby commemorates the life achievements of Pedro Rivera and the "Rivera Dynasty", and proclaims June 23rd as "Don Pedro Rivera Day" in the City of Los Angeles.

PRESENTED BY:
JOSE HUIZAR
Councilmember, 14th District

SECONDED BY:

JUN 11 2010

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