

# *Latin Music Institute joins campaign to stop the spread of Covid-19*

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Beginning this week, the Latin Music Institute has started the broadcasts of spots on radio and television, as part of the world campaign to stop the spread of the Covid-19 pandemic.

The spots feature the already popular cartoon character Tito, of the animated series 'Tito reacciona' or in English 'Tito reacts,' launched by the Latin Music Institute to pay homage to renowned figures from our continent, named cultural ambassadors. The animated series then aims to highlight and promote the vast cultural heritage of regional nations and peoples, particularly among the younger generations.

A communique issued by the Latin Music Institute states that although it has officially cancelled all its planned events in 18 nations up until April 30th, it has joined the world campaign against the current pandemic.

The Latin Music Institute reported that two music icons of our continent, cultural ambassador Johnny Ventura, and orchestra director, Horacio Franco, winner of the coveted Batuta Prize, tested positive for COVID-19. It then reiterated its call on artists and cultural promoters in general to practice social distancing and refrain from giving public presentations, throughout the month of April, as a way to prevent

further spread of the pandemic.

Headquartered in Mexico, the Latin Music Institute, directed by Daniel Martín, is also working on a documentary film. Directed by Cuban musician, Edesio Alejandro, who is also an active member of the Hollywood Academy of Film, the documentary film will be released in 2021 on the 100th anniversary of the Latin Music Institute.

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<https://www.radiohc.cu/en/noticias/cultura/218362-latin-music-institute-joins-campaign-to-stop-the-spread-of-covid-19>



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