

18th edition of Piña Colada Festival will be a hybrid event



Havana, March 25 (RHC) – The 18th edition of the Piña Colada Festival of Alternative Music will be a hybrid event with a mix of virtual and in-person activities from Ciego de Avila province, in times of Covid-19.

A distinctive feature this year is that the event will have two different moments. A first moment, called Piña Colada Spring, will take place April 2nd through the 4th, on social networks, Cuban radio and television, dedicated to the 60th anniversary of the Jose Martí Pioneer Children's Organization and the 59th anniversary of the Young Communists League (UJC). It would include new, pre-recorded concerts by popular Cuban groups and soloists, interviews with artists, as well as highlights of previous editions of the festival.

The president of the organizing committee, Cuban singer-songwriter Arnaldo Rodríguez, leader of the band Arnaldo y su talisman, said that they are planning a second moment of the Piña Colada festival this year, with in-person activities and small concerts, as soon as the country's epidemiological situation allows for it.

First held in 2004, the Piña Colada Festival of alternative music is organized by the company MAMBO- Unidad de Producciones Artísticas, directed by Arnaldo Rodríguez, in collaboration with Musicuba Agency, The Culture Office in Ciego de Ávila province, the Record and Musical Editions Company EGREM and the Cuban Music Institute.

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