

Gente de Zona signs up for 48-hour Music Lives festival



Popular Cuban duo Gente de Zona is among the stars set to perform from isolation to help raise coronavirus charity cash during the 48-hour Music Lives digital festival.

Gente de Zona is a Cuban reggaeton band made up of musicians Alexander Delgado and Randy Malcom. The band gained international acclaim in 2014 when they recorded with Enrique Iglesias the tune Bailando or in English Dancing, written by Cuban singer-songwriter Descemer Bueno. This hit gave the band numerous prestigious awards, including 3 Latin Grammys and 6 Latin Billboard Awards. Bailando was the tenth best-selling song of 2014 with 8 million units worldwide.

With thousands of fans in Cuba and around the world, Gente de Zona is undoubtedly one of the best exponents of Cuban contemporary music. It has already carved a space for itself in the music industry, with their mixtures of urban music with salsa and other Cuban rhythms, their catchy lyrics and their performance on stage.

More than 35 artists from a wide range of music genres will be taking part in the online event, staged by officials at LiveXLive Media and streaming service TikTok.

The non-stop festival will kick off on Friday, April 17th, and the schedule will feature live footage from Saturday's One World: Together at Home concert special, curated by Lady Gaga, and boasting remote

appearances from musicians such as Elton John, Chris Martin, Lizzo, Billie Eilish, John Legend, Kacey Musgraves, and Keith Urban.

In addition, viewers will hear from experts in the fields of mental health, wellness, and health safety as part of the coronavirus-related content.

"The world, including the music industry, has been turned on its head over the past six weeks," LiveXLive president Dermot McCormack shares in a statement.

"Community and connection are at the heart of live music and it's our mission with Music Lives to bring that heart to the comfort of people's homes around the world during this time of 'social distancing.'

"It's uncertain how long these circumstances will last and this multi-day, multi-genre festival can become more than a one-and-done event to an extended period of meaningful programming. Together with TikTok and these incredible artists, we'll unite our global village with music."

Donations collected during the Music Lives broadcast will benefit the MusiCares COVID-19 Relief Fund, reports Billboard.

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