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**PAINTED BRIDE CONTINUES TO  
HEAT-UP REGIONAL NIGHTLIFE SCENE ON FIRST FRIDAYS  
WITH 4<sup>TH</sup> INSTALLMENT OF *SALSA CALIENTE!*  
EVERYONE WELCOME TO JOIN THE PARTY**

PHILADELPHIA, PA - **Painted Bride Art Center**, in partnership with **Jesse Bermudez**, *Sonido Diferente* host on MEGA 1310AM, proudly present the 4th edition of ***Salsa Caliente! Dance Party and BYO Cabaret on First Friday, March 4 at 8:30pm.*** Once again, the Bride's theater is transformed into a festive cabaret-styled setting with mood lighting, spacious room for dancing as well as candlelit table seating for patrons to socialize. ***Caliente!*** features **salsa instruction at 9pm** followed by the live Latin sounds of **two big bands (orquestas) beginning at 10pm.** For the culturally seasoned and the curious, this *social* is designed for nightlife seekers of all stripes who enjoy a dancing experience driven by live music performance. If the **overwhelming attendance for the last edition on January 7, 2011** is any indicator ([Watch video of last installment!](#)), word-of-mouth will surely deliver more fuel to the dance floor fire this First Friday in March. Scheduled as the finale of the series for this season, as warm weather approaches, will the Bride decide to continue the party beyond its scheduled season? The answer will soon be announced.

**Tickets are \$25. To purchase tickets to *Salsa Caliente* or for more information, visit [paintedbride.org](http://paintedbride.org), call the Box Office at 215-925-9914 or visit the Painted Bride Art Center, located at 230 Vine Street in Philadelphia. The box office is open Tuesday through Saturday, 12pm until 6pm. Bride ticket holders are granted free access to *Bailmos* (official after party) hosted by DJ Rahsaan and Maggie taking place at Cuba Libre located at 10 South 2nd Street.**

"If you haven't danced to a live Latin band, you haven't danced salsa. Embrace the heat!"  
- Jesse Bermudez

~MORE~

## **PAINTED BRIDE ART CENTER/ *SALSA CALIENTE* – LIVE LATIN DANCE PARTY/ADD-2**

The March edition of *Salsa Caliente* features live performances by two big bands including **Ricky Rodriguez y Café Con Pan Latin Jazz Band** and **Hector Rios y Salseate**. Both ensembles come complete with brass and rhythm sections as well as suave vocal stylings to deliver sensational tropical sounds for audience to dance the night away. For beginners, amateurs as well as experts (salseros), the evening kicks-off with dance lessons before the party swings in to full action. Instructors from **Flaco's Dance Factory** will be on hand leading lessons to help folks step up their game.

### ***Salsa Caliente!* at La Novia Pintada (the Painted Bride), How it all started:**

Seeking to heat-up it's upcoming season, the Bride's programming team scheduled a sit down with long-time community partner [Jesse Bermudez](#), founder of La Asociación de Músicos Latino Americanos (AMLA). Known for championing cultural and educational commitments within the Latino community and his extensive regional network of Latin musicians/*orquesta*, Jesse proposed creating a nightlife scene where Latin music and culture could be shared with all walks of life. Jesse's vision recalls the hot salsa nights during [the golden era of Latin dancing at the Palladium Ballroom in the 50's](#) where bands were both the glue and driving force of the social gathering. While there are plenty of nightclubs in the tri-state area with a Latin dance night, in nightlife trends today, the DJ gets credited for saving lives rather than the band. As national television programs continue to highlight Latin dance styles (*Dancing with the Stars, So You Think You Can Dance*), the love for salsa music and dancing continues to tip toward mainstream popularity once again. Alongside Bermudez, the Bride is excited to add a little nightlife energy to the venue offering the region an opportunity to come out and join the party.

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**Press note:**

**For additional information, or confirmation, or to schedule an artist interview call:  
Phil Sumpter, at (215) 925-9914 ext. 15.**