

Toyota is on the Road for Another Summer Music Spectacular at the Second Edition of the Los Dells Festival

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PLANO, Texas (August 31, 2018) — Coined as the largest Latin music festival in the Midwest featuring a lineup of multi-genre artists, Los Dells Festival returns to the Wisconsin Dells on September 1st and 2nd. Joining the music-filled weekend, Toyota presents the Toyota Music Den stage with a variety of Latin acts sure to delight music enthusiasts.

This year, Toyota—in collaboration with Sony Music—partnered with headlining Latin singer, songwriter, and producer Wisin as the curator of the Toyota Music Den stage. The lineup features the hottest Latin talent—in support of music discovery and Toyota’s commitment to supporting artists on their road to success.

“Toyota is all about creating experiences that engage artists and guests alike in the spirit of music discovery,” said Tyler McBride, Toyota’s engagement marketing manager. “To be able to collaborate with Sony Music and a music icon like Wisin sets up our Toyota Music Den for a spectacular debut at Los Dells.”

The Toyota *Música* interactive area at Los Dells will feature numerous activities, including vehicle activations that bring music to life. Within this setting, the Toyota Music Den presents a variety of musical performances featuring some of today’s most notable Latin artists. The lineup includes:

- Venezuelan urban singer-songwriter, **Oscarcito**
- Puerto Rican urban singer, **Gadiel**
- Colombian urban singer, **Farina**
- Latin GRAMMY® nominated pop music duo, **Periko y Jessi Leon**
- Dominican & Brazilian artist and performer, **Jarina De Marco**
- Puerto Rican singer-songwriter and Latin GRAMMY® nominee, **Raquel Sofía**
- Cuban Latin GRAMMY® and Latin Billboard award-winning artist, **Descemer Bueno**

“As a producer and artist, I enjoy working with young talent and helping to pave the way for them. Being the curator of the Toyota Music Den provided me the opportunity to do that,” stated Wisin. “It’s exciting to be at Los Dells as a headliner and to be sharing the weekend with amazing artists. Thanks to Toyota for having the vision to provide a stage for these young artists at important festivals like this one, bringing them that much closer to their fans.”

“What better place to showcase the latest artists, sounds, and trends than through these types of partnerships. Along with Wisin, a music icon who has written and produced countless award-winning records who knows what it takes and has an eye for talent,” said Cebele Marquez, Sony Music US Latin’s senior director of business development.

In addition to continuing its support for music through festival involvement, Toyota announced its fourth-year partnership with the VH1 Save The Music Foundation in support of music education. The interactive campaign encourages musicians and fans to express their support and share what music means to them through social media using #ToyotaGiving.

Toyota and VH1 Save The Music have presented grants to various deserving schools in Chicago, Las Vegas and New Orleans to date. Toyota will make its largest donation yet to VH1 Save The Music this year, \$50,000 which will fund a Music Technology grant to support a school in the Philadelphia School District, as well as a \$7,500 music grant to the Miami-Dade School District.