

GRITO DE GUERRA



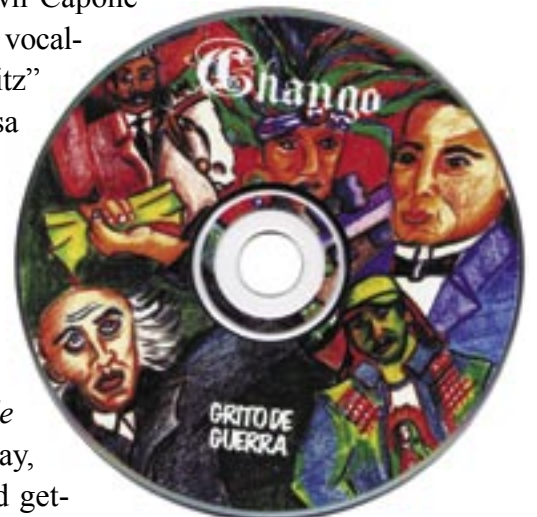
Clevelander Alex "Chango" Corona Releases New CD

Written by Veronica Dahlberg Photo by Alejandro Rivera

If you want to make it big in the music industry as a Latino recording artist, it's an uphill battle in Cleveland. Luckily for Alex Corona, a winning formula of good music and a large, supportive family make his chances better than average. Corona, who goes by the name "Chango," has released his second CD, "Grito de Guerra," (Battle Cry) a combination of Hip Hop with cumbia, reggaetón and other Latin beats. It features appearances by *Grupo Inkyeto* of Columbus, Ohio; and contributions by his cousin Val-

erie Tovar, and Francisco "Brown Capone" Claudio, a Cleveland Puerto Rican vocalist. It was produced by James "Fritz" Thomas and Alberto "Lucky" Rosa Jr., also of Cleveland.

The CD is the second Corona has released on his own independent label, Brown Demon Productions. His first CD was entitled "Dark Side of the Barrio." He is marketing *Grito de Guerra* in the customary Latino way, by performing at dancehalls, and getting airplay on Spanish-language programs. But there is limited Latino radio program



Original CD artwork by Cleveland artist Hector Casellanos.

Clevelander Alex “Chango” Corona Releases New CD

ming in Cleveland, so Corona knows he needs to find other ways to be heard. “As far as English radio, it’s so not open to a Latin artist talking about his Latin roots,” Corona said. “It’s especially hard for Latin rap artists to get airplay. And I’m in an even tighter niche—it’s not even Latin rap, it’s Mexican rap.”

Some of his songs were included in Latin rap compilations produced by Virus Enterprises in Milwaukee, Wisconsin, including “Hecho en Aztlan part II,” and the soon-to-be-released “Aztec Zoulz Part II.” The compilations are the work of the producers of LA hottest roots-reggae band, “Quinto Sol,” which won Best Latin Artist in the LA Weekly Music Awards last year.

Like *Quinto Sol*, Corona’s music is music with a message. “I always want to represent my Mexican heritage,” Corona says. “What inspires me is my people. But I don’t like to keep it all political. I like to have fun, too.”

Corona spends weekends attending *bailes* throughout Ohio, usually doing a set or two during performances by Mexican *bandas*. “My goal is to have my CDs available worldwide,” Corona says. His family is well-known in the Latino community. His father Jorge owns Corona Productions, a large Latin Music promotions company, in Cleveland. His sister Lily is a long-time Spanish-language radio programmer on WCSB 89.3 FM, in Cleveland. You can often hear Chango’s music on her show, *La Preferida*. She is also the founder and a dancer with Tepehuani Neli Dancers, a Mexican folkloric dance troupe. Corona has five brothers and four sisters, and was born in Cleveland. He works full-time as a production artist for an ad agency, and is married with a baby on the way. “For me, family is everything,” Corona says. “My parents always taught us our beliefs, customs, our moral and values, the way we are. They always told me to be respectful, but to be proud.”

Chango’s “*Grito de Guerra*” CD is available at the following locations:

La Tienda Mi Pueblo
12207 Lorain Ave,
Cleveland, Ohio
(216) 671 – 6661

Isla Music
3070 W. 25th St.
Cleveland, Ohio
(216) 687 – 1997

La Hispana
351 N. State St.
Painesville, Ohio
(4400) 354 – 0454

Hot Spot
3200 Clark Ave.
Cleveland, Ohio

For more information, bookings and current concert dates, call: **(216) 407 – 0691**

Performances:

Sat., May 14, 2005
St. Rose of Lima Church Hall
50 Struthers-Coitsville Rd.
Youngstown, Ohio

Sat., May 21, 2005
The Wine Barrel
41 N. Broadway
Geneva, Ohio



Photographer Alejandro Rivera sets up the photo shoot for Chango’s promotional pictures at a Lake county nursery. His wife Jeanne Petrus-Rivera is his assistant.

Photo by Veronica Dahlberg