



FOR IMMEDIATE RELEASE

July 22, 2015

**LOS D-BACKS “FIESTA DE LA FAMILIA”
FEATURES *LUIS CORONEL* POST-GAME CONCERT**

SCOTTSDALE, AZ – On Saturday, July 16th, Select Artists Associates (SAA) produced the Arizona Diamondbacks “Fiesta De La Familia” Post-Game Concert featuring National award winning Latin Artist, *Luis Coronel*.

The 2014 Latin Billboard Music New Artist of the Year, *Luis Coronel*, performed a 60-minute concert following the Diamondbacks walk-off victory against the rival LA Dodgers on SAA’s field-friendly, roll-on stage positioned behind 2nd Base at Chase Field in Phoenix, Arizona.

The *Luis Coronel* Post-Game Concert, presented by Sprint, assisted the Diamondbacks in drawing 38,899 fans to this baseball-concert doubleheader, which ranks as the teams 3rd highest attended game of the 2016 season behind Opening Day and 4th of July.

SELECT ARTISTS ASSOCIATES is a national Sports & Entertainment Production Company, specializing in combining Live Music and Sporting Events with time-sensitive & field protection/safety requirements during Pre-Game, Halftime & Post-Game. SAA is headquartered in Scottsdale, Arizona, with an East Coast office in Tampa, Florida.

Photos attached:

- *Luis Coronel* (M) with Diamondbacks Hispanic Marketing Manager, Jerry Romo (L) and SAA President, Charles Johnston (R).
- *Luis Coronel* Post-Game concert performance at Chase Field.

Photo Credit: Select Artists Associates

For more information...
contact Joe Castor at [480.994.0471](tel:480.994.0471) or (joe@selectartists.com)
Also visit www.selectartists.com



