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Latina Singer Reignites The Golden Era of Bolero Music to New Audiences

San Diego, CA- It's been more than three decades since Lorena Isabell's first performance in her native Santiago, Chile. She remembers pulling out her guitar at a high school competition and belting out words to social songs against the repressive government. This was the beginning of her relationship with music.

After many years living in the United States Lorena Isabell is now releasing her most inspired album, "HOY", in collaboration with Emmy award winner and grammy nominated Venezuelan arranger and producer Allan Phillips, and Mexican composers Juan Morones and Julio de la Huerta. "HOY" is an album rich with ballads sung by independent vocalist Lorena Isabell. "HOY" has been produced under her own label, Halo Production. The album and the original title track, "Hoy", is an unforgettable musical experience that will be cherished for its roots derived from romantic boleros of the golden era. Previously recognized, this love song "Hoy" was featured in the 2000 soundtrack for the Hollywood film "The Price of Glory" directed by Carlos Ávila which starred Jimmy Smits and Jon Seda.

Over the past 25 years, Lorena Isabell has established herself as one of her generation's premiere vocalists in the Latin Bohemian genre. Her uniquely haunting velvety voice and musical upbringing reflect a fusion of bolero, classical music, jazz, and folk.

Isabell adds, "*I am so happy to be doing this project as an independent musician. By collaborating with incredibly gifted people on this mesmerizing album, I want to empower all people with this music and inspire others to find their creative voice in today's world. This album is a celebration of so many years of musical influence experienced through the lens of my life's history, as a successful Latina immigrant in America.*"

The album "HOY", includes 12 songs, 11 in Spanish and 1 in Portuguese. This album takes listeners on a magical and stylish journey through a musically rich and nostalgic Latin American world dating back to the 1940s. In a truly magnificent and stunningly creative approach, these completely original lush and beautiful orchestrations propel audiences straight into the heart of each iconic composer. This special edition album is available starting March 27, 2018 on iTunes, Amazon, and more than 30 internet platforms. The price to download is \$9.99.

A biographical documentary on the making of this album is produced and directed by Emmy award winning filmmaker, Felipe Barral, of IGNI Productions. A concert, *Hoy Sentiste Amor*, is planned for June 10, 2018, at the Music Box in San Diego. For information visit LorenaIsabell.com.

Images, audio clips and trailer can be downloaded here:

<https://www.halo-production.com/press/>

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