



LATIN
POWER
MUSIC
LA MÚSICA MÁS DE ÉXITO EN EL MUNDO

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Originally from Los Mochis, Sinaloa, **AMERICA SIERRA** is currently considered the most outstanding and successful female composer of her time. Shortly after the beginning of 2012, her career took off full force, and her songs have reached the top of the music charts in both Billboard Regional Mexican and Monitor Latino lists.

AMERICA SIERRA began to sing and compose her first melodies at a very young age. Her interest in music came about as a natural inclination from her grandfather's lessons, a man who had an innate ability to play guitar, compose lyrics and interpret songs.

Faced with an enormous need and desire to put music to her lyrics, **AMERICA SIERRA** started taking professional guitar lessons, and at the age of 14 participated in radio station music contests in Sinaloa. It was here that her career started, when she won a contest and as a prize got the chance to record a song.

AMERICA SIERRA felt incredible every time she listened to her award-winning song on the radio. This drove her to continue composing, the main activity that further cultivated her love of music, as well as to strive to win audience's hearts, which is what helped her realize that her path had to include writing and interpreting her own songs.

Thanks to the recognition that she had earned gradually in her hometown, **AMÉRICA SIERRA**, accompanied by her inseparable guitar, was frequently requested to liven up important parties and public events in the area. These presentations brought about great experiences and much satisfaction, all of which set América up to record in a very professional manner her second album with Banda music, featuring two songs she penned herself.

She also continued her education, and combining the two roles of student and artist, **AMÉRICA SIERRA** graduated from college with honors, earning a degree in Law and Social Sciences from Universidad de Occidente Guasave. After graduation, **AMÉRICA SIERRA** resumed her musical career with even more drive and professional style. It was then that she decided to move to Culiacan, Sinaloa, Mexico and record her third musical production, "sierreño" style.

In her second production's promotional tour through the Pacific, **AMÉRICA SIERRA** met renowned composer **LUCIANO LUNA**, who helped her place some of her songs with great artists like Julio Cháidez, Banda Rancho Viejo, Isabela and La Adictiva San José de Mesillas. For this last group, the song "No es tan sólo la mitad" ("It's not just half") reached the top of the music charts in Mexico and the United States, becoming a milestone accomplishment in América's her burgeoning career.

AMÉRICA SIERRA's success definitely hit a whole new level when composer **LUCIANO LUNA** introduced her to **LATIN POWER MUSIC** President **JOSÉ SERRANO**, showed him her work and had her listen to her sing. Following his characteristic sensitivity for discovering talent, **JOSÉ SERRANO** immediately chose two of her songs for two of his artists, both tunes that quickly became radio hits: "Quiero que seas tú" ("I Want It to Be You"), interpreted by **EL BEBETO** and "Corazón despistado" ("Clueless Heart") sung by **LOS PRIMOS DE DURANGO**.

AMÉRICA SIERRA was the star of the genre tribal sound movement and thanks to the composition of the theme "Inténtalo" ("Try it") for 3BALLMTY achieved success at the international level, allowing her to be winner in several Billboard awards and be honored by BMI Latin Awards 2013; her compositions have also been recognized by the society of composers SESAC.

AMÉRICA SIERRA feels very honored that in the mere three years that she has been a composer, songs such as "Inténtalo" ("Try It") by 3BALLMTY (in collaboration with Luciano Luna), "Miénteme" ("Lie to Me") by LOS PRIMOS DE DURANGO and "El último botón" ("The Last Button") by BANDA TIERRA SAGRADA have quickly moved up radio charts, garnering recognition and providing great satisfaction for the singer/songwriter.

LA ARROLLADORA BANDA EL LIMON with "**Que no me vengas**" ("Don't Come to Me"), **EL BEBETO** with "**Quiero que seas tú**" and "**Corazón de acero**" ("I Want It To Be You" and "Heart of Steel"), **LA ADICTIVA BANDA SAN JOSÉ DE MESILLAS** with "**No es tan solo la mitad**" ("It's Not Just Half"), and **GRACIELA BELTRÁN** with other song titles to be performed are among the groups and artists that have admired and subsequently recorded América's compositions.

One of her tunes already heard on the radio is the single "Corazón de acero" ("Heart of Steel") by EL BEBETO. This is a romantic song that has gradually been climbing the top spots on the popularity charts. Another track that is already starting to get more and more air play all over Mexico and the United States is "Besos al aire" ("Kisses In The Air") , performed by tribal music phenomenon 3BALLMTY, a melody that serves as the hit group's second promo single.

AMÉRICA SIERRA is now finalizing every last detail to record her solo album, which will only include tracks penned by América herself.

It was her work as a composer that has led her down the singing road, and although she has been performing for two years, it was the song "**Inténtalo**" with **3BALLMTY** that has led América to major recognition in Mexico, the United States and Central and South America.

América also joined **3BALLMTY** singing "Besos al aire", a track that has brought her many satisfactions, including positioning herself as the go-to singer/songwriter of the moment. This achievement led her to be chosen by telenovela producer Juan Osorio as the composer and performer of one of the main songs of the Mexican melodrama "Porque el amor manda" ("Because Love Rules") - precisely the title of AMÉRICA SIERRA'S first full album that gives her a nomination to **Premios Juventud 2013** as "Best melodrama theme".

AMÉRICA SIERRA... SU AMOR MANDA

Behind AMÉRICA SIERRA's beauty, is the magic of a multifaceted artist, who only shortly after having appeared under the spotlights, has managed to captivate the audience with her talent; as well as obtain the captive attention of international media.

The most important Singer of the moment, released her first album production as solo artists on the electro pop and romantic genre with the first single "El Amor Manda" (Love Rules), conquering the public through the Mexican melodrama "Porque el amor manda" (Because Love Rules)

She was invited to participate at the "Latin's Leadings Ladies" panel, in where she exposed her ideas with songwriters Kany Garcia, Carla Morrison and Olga Tañón, demonstrating the Latin music female power and the newest musical exponents that are adding new sounds, all this during the conference and the Latin Music Billboard Awards 2013.

AMÉRICA SIERRA is thrilled with the positive reaction that the public has given to her song "Mi Bello Ángel" (My Beautiful Angel); which is interpreted by Los Primos Mx, which has become a hit on the radio and a phenomenon on YouTube, counting all fans' video postings with the song, registering millions of visits.

AMÉRICA SIERRA is now promoting her second single "Ya no sé quién soy" (I don't know who I am anymore), a song that is rapidly topping the music charts.

On her short three years as songwriter, the song titles “Inténtalo”, “Besos al aire” of 3BALLMTY, “Miénteme”, “Sólo tú” and “Mi bello ángel” of Los Primos MX, “El último botón” of Banda Tierra Sagrada, “No me vengas a decir” of La Arrolladora Banda El Limón, “Corazón de acero”, “Ese soy yo” of El Bebito, are garnering the artist success and recognition, as they have rapidly climbed the music charts.

Currently the leading songwriter, AMERICA SIERRA is gearing up to release her debut album, spearheaded by the first single that is already captivating audiences via the Mexican telenovela "Porque El Amor Manda".

“Porque El Amor Manda” is AMERICA’s promotional single impacting radio in Mexico and the United States, set for digital release on December 4th via iTunes. The full length album is currently in the process of being recorded, featuring songs penned by the artist and set for release during the first quarter of 2013.

AMERICA SIERRA is already a successful composer, and as a singer she has been instrumental in the success of the Monterrey group 3BALLMTY, who now support her right back on her own single, “Porque El Amor Manda”.

AWARDS AND NOMINATIONS:

*Nominated to Billboard Awards of Regional Mexican Music 2012, fewer than 2 of the most important categories “Female Artist of the Year” and “Artist of the Year Debut”.

*Winner of 3 Billboard Awards of the Regional Mexican Music 2012, for her collaboration as vocals and song title “Inténtalo” of 3BALLMTY under the categories: “Title of the Year, Vocal Collaboration”, Title of the Year Duranguense/Grupero/Cumbia”.

*Nominated to 4 Billboard Awards of the Latin Music 2013, for her vocal collaboration in the song title “Inténtalo” of 3BALLMTY under the categories: “Song of the Year”, “Song of the Year, Vocal Collaboration”, “Song of the Year, Streaming”, “Song of the Year, Regional Mexican”.

*Honored by the BMI Latin Awards 2013, for the collaboration as author on the song “Inténtalo” of 3BALLMTY.

*Winner of SESAC LATINA Awards 2013, for the song “Besos al aire” (Kisses to the air) of 3BALLMTY and “Miénteme” of LOS PRIMOS MX.

* Nominated to Premios Juventud 2013 in the category “Best Novela Song”.