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PRESS RELEASE

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The 2021 Los Alamos Summer Concert Series Returns to Ashley Pond Friday with Igor and The Red Elvices

Los Alamos, New Mexico, July 13, 2021: The 2021 Los Alamos Summer Concert Series, presented by Toyota of Santa Fe, is bringing concerts back to Ashley Pond this week with Igor & The Red Elvices. This local fan favorite will return to Los Alamos on Friday evening to kick off the series' first live concert back at its home venue since 2019.

Evolving over the years, Igor's music has been labeled "Siberian Surf Rock," featuring humorous lyrics and upbeat grooves that nearly force his audience to dance. Throughout the past 20 years, The Red Elvices have toured the world with occasional breaks to record new music and to participate in film and television projects. Igor Yuzov was born in Germany and raised in Ukraine, and he studied in Russia. For more information about the band, visit www.redelvices.com.

All remaining concerts in the 2021 series will include a robust offering of food vendors, poured and packaged alcohol in the NM Craft Beverage Garden, exciting opening bands, youth music performances, a Community Partners tabling area, and exhibits of all new 2021 Toyota of Santa Fe cars, trucks and SUVs at the concert exhibit pad near the Justice Center. Local rockabilly sensation DK & The Affordables will open the concert at 6:40 pm, the Santa Fe Youth Symphony Association performs just before DK at 6:10 and the Los Alamos Family YMCA will be conducting pre-show concert warm-up exercises beginning at 5:50 pm. The official Los Alamos Summer Concert Series afterparty will take place every Friday at the VFW immediately following the show. Participants must sign in at the door.

"The reestablishment of summer concerts at Ashley Pond has been a tremendous undertaking by Sancre Productions and the Los Alamos County Community Services Department. The business community in Los Alamos has really supported our efforts to bring the full scale of entertainment features back to the concert series. We are grateful to our returning sponsors like Enterprise Bank & Trust who understand how important the concert series is to the Los Alamos community," explained Sancre Productions spokeswoman Monica Griego. "We are also proud to announce our official 2021 hotel partnership with the Hampton Inn & Suites in White Rock, our official 2021 media partnership with the Los Alamos Daily Post, our official NM Craft Beverage Garden partnership with Santa Fe Spirits, and our pre-concert exercise warm-up partnership with the Family YMCA in Los Alamos."

This Friday's concert is sponsored by Enterprise Bank & Trust, who also sponsored the band's performance in the 2020 Los Alamos Virtual Concert Series. "Our community loves Igor & The Red Elvices. Get ready to dance Los Alamos!" said Liddie Martinez, president of the Los Alamos region & director of community engagement for Enterprise Bank & Trust. For more information about Enterprise Bank, visit www.enterprisebank.com.

Sponsors for the 2021 Los Alamos Virtual Summer Concert Series presented by Toyota of Santa Fe are: Enterprise Bank & Trust, Los Alamos Daily Post, RayLee Homes, Century Bank, Title Guaranty, Los Alamos Chamber of Commerce, N3B, Plateau Property Management, New Mexico Bank & Trust, Zia Credit Union, Del Norte Credit Union, Los Alamos Schools Credit Union, Los Alamos MainStreet, Waterstone Mortgage, SMSI, Merrick, Longenecker & Associates, The New Mexico Consortium, and Coca-Cola Bottling Co. of Santa Fe. Connect with the concert series at: www.LosAlamosSummerConcertSeries.com.

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