MEDIA ALERT

The Rockin’ Fest With A Message …”We Stand Up For Unity In 2027 Again Because That’s The Way We Live, The Way We Operate Our Festival Here In Our Hidden Paradise”…

The Unity Fest 2027 by Tequila Rock n Blues Explosions Events (Since 2018) Returns to Ixtapa-Zihuatanejo, Mexico With A Powerful Theme — "Music Unites Us Best"

The Unity Fest 2027 Proudly Stays Small...and Thinks That May Be Its Biggest Advantage. Hidden Paradise's international rock & blues festival strongly

believes music still unites us best—and that the future belongs to smaller, more personal festivals."

WHAT: The Unity Fest 2027, an intimate, but always rockin', international rock, blues, and roots music festival built around the belief that music creates friendships across borders, generations, and cultures.

WHO:

- **Founders/organizers:** Presented by the Team Tequila Social Club, an ad hoc group of volunteers from Mexico, Canada and the USA who love to rock, have fun and create a legacy. It's the second year for The Unity Fest, the very popular rebrand of the Tequila Rock n Blues Explosions Events that have been held since 2018, primarily in Ixtapa-Zihuatanejo and region, and also in Mexico City.
- **Featured performers-Big Hearted Performers Who Share Our Vision: January 21-24 lineup**

Why We Are Excited To Have Them, And We Know Our Fans Will Be Too

Will Johns: A true powerhouse from England, Will Johns brings an electrifying energy as our featured headliner for The Unity Fest. His captivating performance style is a perfect match for our Hidden Paradise setting.

The Soul Brothers (Geoff and Chris Dahl): These talented Canadian brothers bring a dynamic and soulful presence to our stage that resonates with audiences across borders. Their infectious musical chemistry is a highlight we are thrilled to feature.

Rebecca Roudman and Dirty Cello: Led by the virtuoso cellist and violinist Rebecca Roudman, this San Francisco-based band delivers a unique and exhilarating blend of rockin' blues, rock, and country rock that you won't want to miss.

Torke Ross: Representing Mexico City with incredible talent, Torke Ross brings a vibrant and authentic musical spirit to our festival lineup. We are excited to showcase his artistry as part of our celebration.

Trebor Villa: A resilient and long-time friend of the festival from Morelia, Trebor Villa has graced our stages since he was 19. Now 25. His powerful story and deeply personal performances represent the heart and soul of what The Unity Fest is all about. **Note:** Trebor is currently facing an unexpected very serious health issue that arose after we booked him. We are joining others in rallying behind him. He has our open invitation to join us if possible.

And **Beatles By The Beach** Music by the **Here Comes The Sun** band our own Fab Four group from Zihuatanejo,Mexico

'We are thrilled to present The Fab Four, a dynamic local youth band dedicated to mastering over 25 classic Beatles hits. Their energetic performances celebrate the timeless music of the Beatles, bringing a vibrant, youthful spirit to every stage and event they grace throughout our festival.'

Featured Performers: The February 26-28, 2027 Event

Why We Are Excited To Have Them And You Will Be Too

Kelly Zirbes and Kelly's Lot: A force in the blues and Americana scene, Kelly Zirbes and her band bring raw emotion and a powerhouse vocal performance that perfectly captures the spirit of the Unity Fest. Their genuine connection to the music and the audience makes every set an unforgettable experience. Los Angeles, California

Andrew Alvarez and The Alvarez Band: With a deep-rooted passion for blues and rock, Andrew Alvarez and his band deliver electrifying sets that keep the energy high and the crowd moving. We are thrilled to welcome back this talented group, whose soulful guitar work and captivating stage presence always resonate deeply with our fans.Los Angeles, California

Charlie Albarran Comedy: Bringing a fresh wave of laughter to our festival, Charlie Albarran is a standout comedic talent from Mexico City. We are excited to integrate his sharp wit and engaging storytelling into our lineup, offering a perfect blend of humor to complement our musical performances. Mexico City

Tangerine: Prepare to be captivated by Tangerine’s ambitious "Stairway to Heaven" show, an epic musical journey that promises to be a highlight of the weekend. Their unique Guns N' Roses medley tribute, including "Paradise City" in honor of our Hidden Paradise in Mexico City, showcases a creativity and passion that we are proud to feature. Mexico City

YEM: Featuring the powerful lead vocals of Lorena Cabrera Bernal, YEM delivers a high-octane celebration of 80’s female rock icons that is sure to have everyone singing along. Their dynamic tribute to the legendary Tina Turner adds an extra layer of soul and energy that perfectly aligns with our festival's vibrant atmosphere. Mexico City

Karen Melendez with the Efrin Capiz Band: Bringing the raw power and legend of Janis Joplin back to the stage, Karen Melendez and the Efrin Capiz Band deliver an authentic and heart-thumping tribute. With a setlist packed with classic rock hits, their

performance is a must-see for anyone who loves the grit and soul of rock and roll history. Morelia, Mexico

And Beatles By The Beach Music by the **Here Comes The Sun Band** our Zihua Fab Four from you guessed it, Zihuatanejo, Mexico return 'We are thrilled to present the Here Comes The Sun Band our Zihua Fab Four, a dynamic talented local youth band dedicated to mastering over 25 classic Beatles hits. Their energetic performances celebrate the timeless music of the Beatles, bringing a vibrant, youthful spirit to every stage and event they grace throughout our festival.'

- **Dates and Locations of Events:**

  Thursday, January 21: Informal Meet and Greet and Live Music at Ricardo's Restaurante, Ixtapa. Free for all Ticket Holders.

  Friday, January 22: 6pm-11pm Madana Restaurant and Bar, Rear Rock n Blues Room, Zihuatanejo

  Saturday, January 23 1:30pm to 4:30 pm Ocean Side Beach Party Coco Ixtapa Beach Klub, Playa Linda

Saturday, January 23 6:00 pm to 11:00 pm Ricardo's Restuarante & Rock Room, at Villa Paraiso Hotel, Ixtapa

Sunday, January 24, 4:30 pm-9:30 pm at Madana Restaurant and Bar Rear Rock and Blues Room, Zihuatanejo

WEEKEND 2 (All Venues, All Times Similar To January Events

Thursday, February 25 evening

Friday, February 26 evening

Saturday, February 27 afternoon

Saturday, February 27 evening (It's Muchas Graias Mexico. Ticket Holders Bring a Local Friend. All Available Seating On A First Come Last Minute Basis Free/Libre To Local Mexicans Who Serve TheTourist Visitor Community and Make Hidden Paradise Even More Special)

Sunday. February 28 late afternoon (Another Muchas Gracias Mexico event)

- **<u>Presented in partnership with:</u> Villas Paraiso Hotel Ixtapa, Ricardo's Restaurante Ixtapa, (since 2018) Madana Bar and Restaurant, Zihuatanejo, since 2023 Coco Ixtapa Beach Klub, Playa Linda (since 2025). Also by the great young and forever young volunteer gang at Team Tequila, the Blue Agave Plant and Resource Centre, and Hidden Paradise itself.**

WHAT'S UNIQUE:

***The Only Fest Presented Over **2 Different Weekends** With 2 Equally Good Lineups of Performers. "It's a Great Year To Fest Twice" we say, taking Ernie Bank, "play two" line in our Festing direction.

***Laffs for Unity** will be presented during the February 26-28, 2027 Weekend, with our first Comedians integrated into the Music Festival. The English and Spanish speaking comedians will also be our avenue to work closely with local businesses and organizations to present comedy to local Mexican Spanish speaking only residents.

*Thank You **Mexico/Muchas Gracias Mexico**….a special day where we say Thank You to our local Mexican friends and make us want to celebrate Unity and Fun together.. Unsold tickets for Saturday night and Sunday afternoon events are available for free. Ticket holders are encouraged to bring their local friends.

*The Fest will offer its first **Unity Fest/Team Tequila Insiders' Pass** helping visitors here in our Hidden Paradise to enjoy the Music, also fully take advantage of the communities and region's unique and take advantage of special offers from community businesses and services. We're not a Tourist Bureau, but we're going to make sure visitors here can fully enjoy the advantages of our Hidden Paradise and know the businesses that truly want them to return.

***A Beatles By The Beach Music Show**. Beatles Music at the Ocean is always special, we 've found. And in 2027 we're offering Beatles Music at all events, along with a local youth rock band. Note: Supporting local youth music in a developmental way is one of our three main Causes. That means helping them get on stage, develop polished performances that fans love, and have them hone their skills while presenting music that fans will respond to Later, we will encourage original music and recording sessions as a natural progression for a talented youth band or performer.

*For 2027 we will create **Flix For Unity**, on a test basis. A fun Viewing Party free for all Ticket Holders. Yes, Tequila on site. Going forward it will become our Unity Fest Film Festival and present two or three great Movies full of great rock and blues music and/or themes. For example, The Blues Brother classic 1980 Movie, or Oliver Stone's iconic bio pic "The Doors" starring Val Kilmer as Jim Morrison or the iconic Beatles

music movie “Yesterday: from 2019. Plans are to double the number of movies shown in Flix for Unity.

*__Small does have its advantages.__ We have been the only Fest with a Beach Party for the past two years. Dancing in the sand, the Pacific Ocean just steps away, a large pool just beside the stage. Beach-wear is beach party heaven for performers and fans alike. That will continue in 2027 on the Saturday afternoons. The Beach Party is such a unique opportunity for a Fest so the news is we may also add a second Beach Party to each weekend.

The Team Tequila Community Fund was created through the generous support of our fans through ongoing raffles, draws, donations and other fundraising. We currently support 1) Street Animal Rescue including a standing offer of support (currently 500 pesos or more in special situations) for Neutering through local veterinarians) and a small Team Tequila Shelter in rural Ixtapa for dogs and cats, 2) youth music development in the region, with an emphasis on rock and blues, with a special goal to get youth performers ready to get into the recording studio and take their big leap forward. And 3) supplies for the Nursing Station at the local General Hospital, the peoples’ hospital, and other specific needs they may have. In 2027 we wish to accelerate our fundraising even further with a **Winter of Winning…but it feels like a Summer** campaign with various prizes and opportunities for donations and support.

WHEN:i

- **January 21–24, 2027**
- **February 25–28, 2027**

WHERE: Ixtapa-Zihuatanejo, Guerrero, Mexico aka Hidden Paradise

WHY IT MATTERS: Unlike large-scale festivals, The Unity Fest is designed for genuine access and connection — small crowds, intimate venues, and real interaction between fans and artists, set against beach sunsets on Mexico's Pacific coast. The festival also features the Blue Agave Resource Centre, a light-hearted educational experience celebrating tequila, mezcal, and Mexican culture.

MEDIA OPPORTUNITIES:

- **Interviews available with Festival founder Bob Rempel, (Canada-Mexico) performing artists and venue owners/Fest partners**
- **Photo/video access to beach stages, The Unity Crew on the scene, and the Blue Agave Resource Centre in action**

CREDENTIALS/RSVP: email tequilabluesfest@gmail.com attn. Bob Rempel

WEB: unityfestrocks.com | tequilabluesrock.com
tequilabluesrock.com/thescene/ for Featured Performer Profiles
tequilabluesrock.com/festivaltickets for Event Tickets

MEDIA CONTACT: Bob Rempel, ChairPerson Team Tequila, +52 755-101-5989 (mobile/whatsapp) email: office: tequilabluesfest@gmail.com personal: bobrempel@gmail.com

Addendum: Preview the 2027 Shirt & Other Merch Design

More Related Projects

Launched: **The Scene…From Backstage,** with a special focus on Cause Driven Festivals and Events and Emerging Big Talent Performers…The too Hidden Gems we love to call the With a special proprietary **The Scene Hot Top 10 Chart of Emerging Performers** and Featured Performer Profiles each issue. Go to The Scene…From Backstage online to download and read the first 8 of the weekly issue.

Soon To Launch:

Hidden Paradise Travel by Team Tequila & The Unity Fest
Pro Forma Issue Below:

Beach Party Scene

THE UNITY FEST 2027 | IXTAPA-ZIHUATANEJO, MEXICO | MEDIA ALERT
Music Unites Us Best