



Justo Lamas Concerts

Una experiencia que tus estudiantes nunca olvidarán

Who is Justo Lamas?

Justo Lamas is a very gifted singer from Buenos Aires, Argentina.

Justo realizes the tremendous influence of Spanish teachers, seeing them as the bridge between our two cultures. Spanish teachers are the ideal people to introduce Justo to the American market, especially among English-speaking young people.

Due to his personal experiences with so many educators, Justo understands and appreciates all that you do to teach your students his language and culture. For this reason, Justo has performed at numerous conferences, including AATSP, Northeast Conference, Southern Conference SCOLT, Southwest COLT, Central States Conference, Texas FLA, Arizona FLA, Michigan FLA, Iowa FLA, Ohio FLA, ACTFL and NYSAFLT which has honored Justo Lamas with the 2008 NYSAFLT National Culture through the Arts Award. This award is given annually to a person who has spread the message of language and culture through the arts.

At every teacher conference, Justo is received with tremendous warmth and enthusiasm. Teachers who have experienced the Justo phenomenon report that after his concert, the students show more enthusiasm and interest in learning Spanish.

In addition to being an extremely talented singer, Justo is also a composer. His different CD's contain his own compositions and also many traditional songs that he recorded specifically for Spanish teachers. He updated these timeless classics in his own inimitable style: Cielito Lindo, Eres tú, La Bamba, Guantanamera, Quizás, De colores and Cucurrucucu. Students love his two very popular hit songs, Siempre por siempre and Magdalena. Justo sings in a wide variety of styles from rock to ballads to folk music to even opera!

The publishing company Glencoe/McGraw-Hill has featured Justo and his music in their new textbook: ¿Cómo te va? During the 2002-2003 school year, he recorded a CD and a concert video with them that they will be sharing with teachers across the country. Our free video contains scenes from their concert video.

On November 20, 2003, Justo was featured in a segment on the Telemundo international level news broadcast: AL ROJO VIVO. They described him as “competition for Ricky Martin and Luis Miguel” and they praised his efforts to encourage “jóvenes anglosajones” to learn Spanish!! To find out about the Justomanía that is sweeping the country, go to: www.justolamasgroup.com

United Cultures, Inc.

11801 Cottontail Dr • Keller, TX • 76248

Tel.: (214)912-1483 • Fax: (817)337-2777

E-mail: concerts@justolamasgroup.com • Web site: www.justolamasgroup.com



Justo Lamas Concerts

Una experiencia que tus estudiantes nunca olvidarán

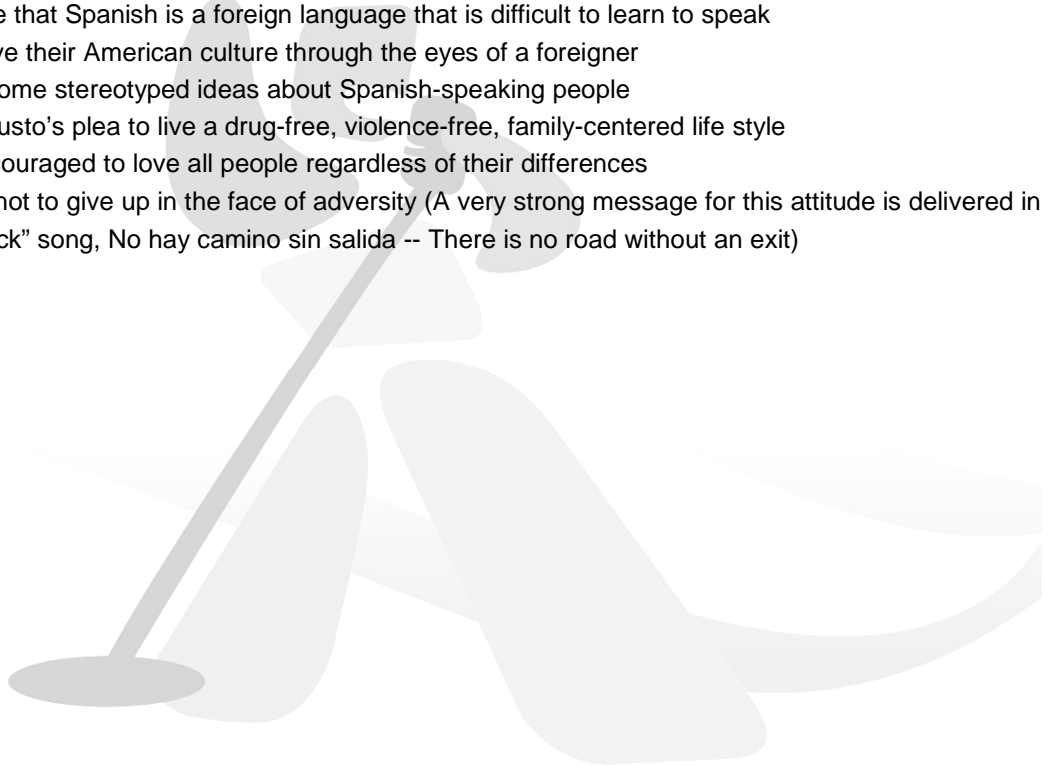
Educational Rationale

Justo's performance is much more than a concert: it is an inspiring educational activity

We wanted to expose American students of Spanish to the music and personality of Justo Lamas.

While the students think they are having “fun,” they will also:

- ❖ Learn about the culture of Argentina (and Latin America in general)
- ❖ Become aware of modern Spanish-speaking young people's customs
- ❖ Get excited about continuing their study of the Spanish language
- ❖ Acquire many useful vocabulary words and language structures
- ❖ Realize that Spanish is a foreign language that is difficult to learn to speak
- ❖ Observe their American culture through the eyes of a foreigner
- ❖ Lose some stereotyped ideas about Spanish-speaking people
- ❖ Hear Justo's plea to live a drug-free, violence-free, family-centered life style
- ❖ Be encouraged to love all people regardless of their differences
- ❖ Learn not to give up in the face of adversity (A very strong message for this attitude is delivered in the “rock” song, No hay camino sin salida -- There is no road without an exit)



United Cultures, Inc.

11801 Cottontail Dr • Keller, TX • 76248
Tel.: (214)912-1483 • Fax: (817)337-2777

E-mail: concerts@justolamasgroup.com • Web site: www.justolamasgroup.com



Justo Lamas Concerts

Una experiencia que tus estudiantes nunca olvidarán

What kind of concert is this?

The Justo Lamas Concerts is an educational program with the primary objective of promoting the study of the Spanish language. With Justo's music and songs students are motivated to learn the language. During the entire 90 minutes show, Justo puts out all of his energy and talent earning the attention, respect and admiration of the students. They sing their hearts out during the songs they have learned in class. Justo also uses this opportunity to deliver an affirmative life message that encourages students to live free of drugs and other addictions. He promotes unity and communication between students and their families. He encourages the audience not to give up when facing problems and to continue struggling to achieve their goals.

The Justo Lamas Concert is a unique program in which there is a lot of interaction between Justo and the students. Besides being great entertainment in which the students will enjoy the incredible talent and dynamic personality of Justo Lamas, the concert is also a true extension of the classroom. Two months before the show, we will send you a video with scenes from concerts in different schools and colleges and an audio cassette that has some of the songs from the program with lessons to go along with the songs. This way you will be able to teach the songs to your students, and they will sing along with Justo during the concert.

Teachers who have already participated in a Justo concert with their students have observed how it has created in their students interest and enthusiasm for the Spanish language.

The program lasts two hours. An hour and a half is for the concert itself and the rest of the time is for the students to meet Justo personally. They can talk to him, get his CDs, t-shirts, posters, photos, etc. which he will be happy to autograph.

The concert is made up of Pop-Rock Latin music. Between each song, Justo talks to the young people in very simple Spanish, making them participate all throughout the event.



United Cultures, Inc.

11801 Cottontail Dr • Keller, TX • 76248
Tel.: (214)912-1483 • Fax: (817)337-2777

E-mail: concerts@justolamasgroup.com • Web site: www.justolamasgroup.com