



FOR IMMEDIATE RELEASE

**SBS ENTERTAINMENT, LA MUSICA AND
MEGA 97.9 FM ANNOUNCE THE UNVEILING OF ITS REGIONAL
MEXICAN LIVE MUSIC CONCERT BRAND: MEGABASH MX**

The event is scheduled to take place on Friday, June 21 at UBS Arena featuring the biggest names in Regional Music *BANDA MS, LUIS R. CONRIQUEZ, MARCA REGISTRADA, MAJO AGUILAR and TONY AGUIRRE*

Tickets go on sale Friday, March 8 at 7 a.m. Eastern Time

NEW YORK, NY – March 1, 2024 – SBS Entertainment (SBSE), La Musica and Mega 97.9 FM La Mega unveiled today its Mexican live music concert brand, Mega Bash MX, featuring the biggest names in Regional Mexican music. The event is scheduled to take place on Friday, June 21st at UBS Arena, located 30 minutes from Penn Station or Grand Central via LIRR, in Belmont Park, New York featuring Banda MS, Luis R. Conriquez, Marca Registrada, Majo Aguilar and Tony Aguirre. Tickets for this highly anticipated music show will go on-sale Friday, March 8th at 7:00 a.m. EST.

MegaBashMX is a spin-off the WSKQ-FM La Mega 97.9 FM's historically sold-out signature live music concert series, MegaBash. MegaBash has been around for decades and is known to bring chart-topping and groundbreaking music artists to the vibrant Latino community in the New York tri-state area as well as Los Angeles via La Mega's west coast sister station, Mega 96.3 FM.

“We are very excited to bring MegaBash MX to New York,” stated Alessandra Alarcón, President of SBS Entertainment. “The Latino community in the big apple is extremely diverse and it is SBS's mission that all members of our beautifully varied community should be represented, especially when it comes to experiencing the joy of live music. We are also very proud to be delivering this event in partnership with Oak View Group only the first of many to come,” continued Alarcón .

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About Spanish Broadcasting System, Inc.

Spanish Broadcasting System, Inc. (SBS) owns and operates radio stations located in major markets US Hispanics from Los Angeles, New York, Puerto Rico, Chicago, Miami, San Francisco, Orlando, and Tampa, airing the format genres Tropical, Regional Mexican, Adult

Contemporary in Spanish, Top 40 and Urban. SBS also operates AIRE Radio Networks, a national radio platform of more than 290 stations, affiliates that reach 95% of the US Hispanic audience. SBS also has affiliates throughout the United States and Puerto Rico, produces concerts and live events, and owns a stable of digital properties, including LaMusica, a mobile app that provides Latino-focused audio and video content and HitzMaker, a digital performance destination for new artists and music fans. For more information, visit our website (www.spanishbroadcasting.com)

About UBS Arena

UBS Arena is made for music and built for hockey. New York's newest premier entertainment and sports venue and home of the New York Islanders is developed in partnership with Oak View Group, the New York Islanders, and Jeff Wilpon. The state of the art arena opened in November 2021 and has welcomed numerous top artists including Harry Styles, Sebastian Maniscalco, Billie Eilish, Dua Lipa, TWICE, Eagles, John Mayer, Kendrick Lamar and Post Malone. The venue delivers an unmatched live entertainment experience for guests including clear sightlines and premier acoustics.

UBS Arena is at the forefront of sustainability, being awarded LEED Green Building Certification in January 2023. The venue also achieved carbon neutrality for operations in Fall 2022 which made it the first arena to do so on the eastern United States seaboard. For more information on the venue's sustainability efforts, please visit UBSArena.com/sustainability.

Located on the historic grounds of Belmont Park, UBS Arena is located just 30 minutes by LIRR from Grand Central or Penn Station and is easily accessible from across the region via mass transit or car. To plan your trip, please visit UBSArena.com/plan-your-trip.

For additional information, please visit UBSArena.com or [@UBSArena](#) on Facebook, Instagram and Twitter.