

## ***For Immediate Release***

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***BENISE - FUEGO! (SPIRIT OF SPAIN)***  
**A Romantic and Exotic Journey of Music and Dance That Celebrates  
the Spirit of Spain Comes to Florida Theatre October 11**  
**Tickets on sale Friday, 10am**

It's one hot night as Spanish guitarist, BENISE debuts his new PBS production *FUEGO! – SPIRIT OF SPAIN* in June, and to support his new PBS special, the artist announced today he plans a tour visit to the historic, nonprofit Florida Theatre on October 11.

Tickets for BENISE- *FUEGO! (Spirit of Spain)* are on sale now for Friends of the Florida Theatre at the Ensemble level and above, e-club members can use their special code word to purchase tickets before the public on Thursday, May 31 at 9am. Tickets for the general public can be purchased on Friday, June 1 at 10am by calling the box office at 904.355.ARTS(2787) or at [floridatheatre.com](http://floridatheatre.com), the official site for Florida Theatre event and concert tickets.

For his new tour, the Emmy Award winner will take his live audience on a romantic and exotic journey of music and dance that celebrates the fire, passion and spirit of Spain. With a beautiful and charming Spanish courtyard as the backdrop, BENISE debuts all new music, dance and costumes, adding his signature twist on such classics as "Granada," "Malaguena," "Moonlight Sonata," "Asturias" and "Adagio."

BENISE - *FUEGO! (Spirit of Spain)* is directed and choreographed by Alexandre Magno (Madonna, Academy Awards, Jennifer Lopez).

To find out when BENISE – *FUEGO! (SPIRIT OF SPAIN)* airs on your local PBS station [click here](#).

**BENISE BIO:** Rarely is an artist capable of touching the hearts and souls of people of all ages, cultures, and diverse musical backgrounds as BENISE (pronounced Buh-nes-say). For Benise, music has always been a journey...from his humble beginnings as a street performer, to performing around the world.

*"I wanted to push the boundaries of traditional Nuevo Flamenco/Spanish guitar while combining the elements of dance and theater. This show is a celebration of Music, Love, and Life,"* comments composer, virtuoso guitarist and creative force behind the event,

BENISE.

Since the age of eleven (when he received his first guitar), BENISE practiced relentlessly, completely self-taught, mastering a variety of different styles that were eventually to become his own unique sound. Though unable to read a single note, he began composing original works with powerful emotional arrangements that are both wild and refined, producing a sound that is as edgy and exotic as it is romantic and sensual. *"I'm always inspired by places I've traveled,"* says BENISE, *"so I'll try to capture the essence and beauty of the different places in my melodies. It's truly like painting on air--creating colors and lush soundscapes that take people (and me) away to a safe place with no prejudice and no boundaries."*

Leaving his family and friends in the Midwest to move 1500 hundred miles away from home to Los Angeles with nothing more than his guitar, he held in his heart the encouragement from his parents to "work hard and have faith."

After being turned down by almost every club in Los Angeles, BENISE started performing on the streets. It was not uncommon for BENISE to put on over 200 shows a year, sometimes playing 2 to 3 events in a single day. Tourists from around the world and native Angelinos alike took to BENISE like the "Pied Piper" of Spanish guitar. From there, the path of his music took on a life of its own, effortlessly opening doors along the way to attract musicians, dancers and cirque performers, eventually creating the extended family that is now known simply as his namesake, "BENISE."

BENISE started to promote his own concerts, selling out 2,000 seat theaters through Southern California. A natural performer, BENISE held audiences captive with exotic drums, Gypsy violin, Flamenco dancers, Cirque performers, Brazilian Samba dancers and percussionists, African tribal drummers, Havana horns, and brilliant theatrical lighting to create and unforgettable experience.

In addition to organizing stunning live shows, BENISE took his career by the reins by producing, arranging and releasing 13 albums on his own independent record label, Spanish Guitar Entertainment, plus 5 DVDs. The recordings capture the expressive Spanish guitar arrangements that stem from influences around the world, carrying listeners to such culturally rich destinations as Spain, Africa, Brazil, the Mediterranean, Cuba, India and Egypt.

*"This is a great show for the whole family; I really think we have something for everyone,"* comments BENISE. *"I hope people will be inspired--by our story, by the music, by the production--and have the passion to follow their own dreams."* Looking ahead to future tour dates, BENISE adds, *"I can't wait to travel to new cities, meet new people, and play every night--it's what I live for."*

The historic nonprofit Florida Theatre is sponsored by Community First Credit Union. For a complete list of upcoming events or to buy tickets visit the Theatre's official web site [floridatheatre.com](http://floridatheatre.com).

*[Florida Theatre](#) : From ballet and opera to contemporary pop, jazz, rock, country and blues the nonprofit Florida Theatre offers 200 cultural and entertainment events annually for every taste and age. More than just an entertainment center, The Florida Theatre is also home to graduations, awards ceremonies, lectures, business meetings and charity events that support the community's schools, churches, hospitals and civic groups. As an anchor to downtown development along the beautiful St. Johns River, The Florida Theatre draws 250,000 people to Jacksonville's center each year. The magnificently restored Florida Theatre is recognized as one of the finest concert venues in the Southeast. It is listed on the National Register of Historic Places. The Florida Theatre holds special memories for four generations. From the Vaudeville acts and silent films of its earliest days to today's blend of performances of all kinds, The Florida Theatre has served as Jacksonville's premier entertainment center since 1927.*

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