

FOR IMMEDIATE RELEASE:



Rock Hall EDU Powered by PNC Launches New Collection in Celebration of Hispanic Heritage Month

Collection resources feature Inductees Joan Baez, Carlos Santana, Tico Torres & others!

Cleveland (Sept. 15, 2021) – In celebration of Hispanic Heritage Month, the Rock & Roll Hall of Fame’s digital education platform, [Rock Hall EDU Powered by PNC](#) has launched a new collection jam-packed with resources designed to help students understand the role Latin artists and music have had on rock & roll.

In addition to rock, Latin music has also significantly influenced a variety of other genres including Motown, jazz, and funk. American bass guitarist Carol Kaye calls jazz “one third Latin,” and points out that many jazz bass lines are related to the samba, an Afro-Brazilian style of dance and music. Funk music also shows Latin influences, especially through the sounds of drums known as timbales. Even the Bo Diddley beat, one of rock’s most iconic rhythmic patterns, employs the clave rhythm of Afro-Cuban music. Though rock & roll is rooted in many musical genres from within the United States, it includes many diverse influences from all over Central and South America.

[The collection](#), created by the Rock Hall’s award-winning education team, is meant to help teachers, parents, and guardians increase and develop their students’ awareness of Hispanic Heritage Month.

Available assets include a playlist to identify Latin music’s influence on early rock, an analysis of Inductee Joan Baez’s “Deportee (Plane Wreck at Los Gatos),” a Jennifer Lopez and Shakira activity pack exploring a modern take on Latin heritage and dance at the Super Bowl, and more.

Teachers and parents can create a free account at Rock Hall EDU (rockhall.com/education) to explore and download resources developed by our award-winning education team. You’ll find professionally developed lesson plans, activities and downloadable activity sheets, presentations, videos, playlists, writing prompts, and more to engage students in the power of rock & roll as they learn about history, language arts, science, math and, of course, music. All materials meet national and state learning standards.

Rock Hall EDU posts new content regularly and encourages parents and teachers to submit requests and feedback to edusupport@rockhall.org.

Plus, be sure to stop by the Museum to see the electric guitar that a young Ritchie Valens used to write his smash hit reinterpretation of a Mexican folk song, “La Bamba,” a variety of Jerry Garcia’s guitars including his 1990 “Wolf Jr.” Custom, masks and a headdress worn by Shakira’s ensemble cast during the Super Bowl LIV “Hips Don’t Lie” performance, Greg Errico of Sly and the Family Stone’s satin vest worn on several national TV performances in the early 1970’s, a spiral-bound notebook containing handwritten Santana lyrics and several other artifacts highlighting artists of Hispanic heritage.

From September to December the museum is open daily from 10 a.m. to 5 p.m. and on Thursdays until 9 p.m.

About the Rock & Roll Hall of Fame

Rock Connects Us. Our mission is clear: To engage, teach and inspire through the power of rock & roll. We share stories of the people, events and songs that shape our world through digital content, innovative exhibits, live music, and engaging programs. At the Rock Hall, we are dedicated to making a difference. We intentionally foster a diverse and equitable Museum that encourages and embraces creativity and innovation. As a community leader, we value, empower, and respect all people. Diversity, Equity, & Inclusion is more than just a policy. It supports our mission and defines our future. Join the millions who love it as much as you do. Experience us live or online – Visit rockhall.com or follow the Rock Hall on Facebook (@rockandrollhalloffame), Twitter (@rockhall), Instagram (@rockhall) and YouTube (youtube.com/rockhall). Long Live Rock!

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