



## Veronique Medrano Debuts *MexiAmericana* Album On Sept. 22

*Mexican-American singer-songwriter delivers bilingual album during Hispanic Heritage Month, bringing together “the steel guitar and accordion that’s typical to Latin music while belting out her multicultural heart” (GRAMMY.com)*



*“The zippy, accordion-accented Mexicali track sounds happy, but she means business as a badass woman. Medrano reminds us, ‘Ser una mujer es todo una guerra (Being a woman is constantly having to go to battle).’ A joyous, Latina rallying cry.” — Robert K. Oermann, MusicRow Magazine*

*“The emotions in her voice are tangible in any language. Akin to a historian, Medrano excavates and honors the Latinx and Tejano roots in country music.” — GRAMMY.com*

*“Medrano’s music is steeped in the Tejano and conjunto traditions of Mexico and South Texas.*

*Whether she's singing at the mic or helping preserve these genres and push them forward from behind her keyboard, Medrano's passion for her art and reverence for the trailblazers who came before is obvious." — Nashville Scene*

**NASHVILLE, Tenn. (Aug. 28, 2023) — Veronique Medrano** paints with all colors of her Mexican-American heritage on her 11-track album *MexiAmericana*, set for release on Sept. 22 in conjunction with Hispanic Heritage Month.

**Pre-save/add/order *MexiAmericana* [here](#).**

One of last year's handful of breakthrough Spanish language artists, Medrano — a self-taught, self-produced Country/Americana/Tejano artist whose drive and work ethic are reflected in her music, insightful "Accordion 2 Me" podcast, and a Master's Degree in Information Science from University of North Texas — delivers a rich listening experience filled with accordion, acoustic guitar, and cowbell, paired with powerful vocals filled with heartache, celebration, and pitch-perfect passion.

"*MexiAmericana* is an album celebrating my roots in a bordertown that blends language and culture," Medrano says. "Writing this music on this album was a way to finally live in that duality of language and sound. It opened the floodgates to a sea of stories and depth of emotion available to me."

With three self-produced albums and two EPs under her belt, Medrano recorded *MexiAmericana* in Texas (San Antonio and Corpus Christi) and Los Angeles, and enlisted the talents of a handful of co-producers including GRAMMY winners John Ontiveros, Mariano Herrera, Wil-Dog Abers (Band Ozomatli founder), and Marciel Miranda, along with Svani Quintanilla (son of Cumbia phenom producer AB Quintanilla), Mike Torres III, and Latin GRAMMY nominee El Dusty.

"This is the first time that I've put all the years of work and observation in the studio to practice and got hands-on with producing, alongside these notable talents," adds Medrano.

Medrano released the album's debut track "¡Que Hueva!" — a scorching rebuke of the Supreme Court's overturning of Roe V. Wade — on May 10 (Mother's Day in Mexico), earning critical acclaim from *MusicRow Magazine's* Robert K Oermann, who crowned Medrano's "joyous, Latina rallying cry" with his DIScovery Award, writing, "I don't understand Spanish, but she comes through loud and clear anyhow!"

Medrano says, "Country/Roots music, like Tejano, has always held a place for political and social commentary on the world around us. This song was that for me. When Roe V. Wade fell, this song just came forth because of the resounding commentary and voices of women who are exhausted waking up every day with a new battle against our person. It's a powerful and joyous rally cry to those in our lives who are done being bite-sized and shrinking down to their most desired parts. A woman has the right to choose the role she wishes, to engage the world around her, and women tend to be the unsung hero of a home. This song is for them, and for the fighting spirit within us all, to live beyond the constructs of gender that society deems appropriate."

The bilingual singer-songwriter's star is on the rise — the South Texas native was welcomed into the Recording Academy's 2023 New Member class in June, and recently inked a deal with Cricket Wireless to serve as the brand's inaugural ambassador representing *Cricket Comunidad* in the Rio Grande Valley and major cities including San Antonio, Austin, and Houston.

The ambassadorship rounds out a productive few months for Medrano, who followed a week at Country Radio Seminar in Nashville with a formal signing to performance rights organization BMI (Broadcast Music, Inc.).

***MexiAmericana* Track Listing:**

1. Crying (Roy Orbison Cover - Bilingual Version)
2. Mezcal Maria ft. Beatriz Gonzalez
3. Pam Pam ft. Audry Funk
4. Hay Otro En Tu Lugar (Vicki Carr Cover)
5. Que Hueva
6. Dear Dorothy
7. Wasted Days (Freddy Fender Cover - Bilingual Version)
8. Running on Empty
9. Que Suerte Tienes
10. Get to Heaven
11. Lost & Found

View **MexiAmericana** lyrics in English and Spanish [here](#).

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**About Veronique Medrano:**

Veronique Medrano is a Tejano (TexMex) Country Artist, described by KSAT 12's *Good Morning San Antonio* as "A TexMex artist with a voice as big as the Lone Star State." Her one-of-a-kind sound celebrates Mexican and American duality. She effortlessly showcases her talent to innovate the TexMex sound, with three studio albums: *Lotería*, *Mi Año Dorado*, and *Encantadora*, and two EPs — 2020's *La Novela* and *Crying* (2021), an homage to Roy Orbison.

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