



## Veronique Medrano Inks Cricket Wireless Deal

### *Tejano Country Artist To Serve As First Brand Ambassador To South Texas*

**NASHVILLE, Tenn. (April 26, 2023)** — **Veronique Medrano**, celebrated Tejano Country artist, songwriter, and performer, has partnered with **Cricket Wireless** to serve as the brand's inaugural South Texas brand ambassador, representing **Cricket Comunidad** in the Rio Grande Valley and cities like San Antonio, Austin, and Houston.

“Cricket is happy to team up with Veronique as a brand ambassador and excited for all the content creation we will put out together to educate people on all the great things going on at Cricket,” says Joshua Balli, Sr. Marketing Manager, Cricket Wireless. “We chose Veronique because we feel she fits the brand image — not only is she a national recording artist but someone with a master’s degree, which is amazing. She is a community impacting individual and Cricket is happy to have her as part of our team.”

The regional partnership will last through October, with the goal of extending through the end of the year.

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

#### **Follow Veronique Medrano:**

Website: <https://www.veroniquemedrano.com/>

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YouTube: <https://www.youtube.com/veroniquemedrano>

#### **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.

For more information, please contact:

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Veronique Medrano Media Assets: <https://www.marushkamedia.com/veronique-medrano>

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