

Rey Valera and Noven Belleza: past and present on-stage

Written by Special to the Filipino Reporter
Wednesday, 05 July 2017 08:42



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Memories will merge with the here-and-now as musician-producer **REY VALERA** and award-winning singer

NOVEN BELLEZA

take to the stage at Fiesta In America on Aug. 12 and 13 at New Jersey's Meadowlands Expo Center, Secaucus, N.J.

The two performers will lead the main acts to what could be Fiesta In America's game-changing main concert starring America's longest-running rhythm and blues, doo-wop and rock and roll acts, the legendary **DRIFTERS**.

Tawag Ng Tanghalan, a TV singing and talent contest in the Philippines that has roots in the early '60s, is the common thread that runs between Rey Valera, a hit-making songwriter who gained fame in the late '70s; and Noven Belleza, a young roof-raising performer who made his name early this year.

Valera is a host and lead judge in Tawag Ng Tanghalan; and Belleza is the latest grand champion of the top-rated competition.

A Meycauayan, Bulacan native and formerly a member of the Electric Hair Band, Valera penned some of the most popular hits in the original Pilipino music canon, including Mr. DJ and Kahit Maputi na ang Buhok Ko, which topped the OPM charts and launched the then-12-year-old Sharon Cuneta to superstardom.

A noted singer in his own right, Valera is best known for writing gold-record songs for accomplished performers such as Rico Puno's Sorry Na, Pwede Ba, and Daigdig Ng Ala-ala; Geraldine's Pangako; Pol Enriquez's Ayoko na sa 'Yo; and other mega-hits.

Negros Occidental rice farmer Noven Belleza started singing seriously when he was barely eight, with his father as mentor.

Previously unable to land a spot in competitions such as The Voice of the Philippines and Filipinos Got Talent, Belleza made his breakthrough in 2017 at Tawag Ng Tanghalan, the talent

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contest segment of a popular noontime variety show.

His heartfelt rendition of Rico Puno's signature song, *May Bukas Pa*, topped off with a series of Air Supply hits, won the hearts of the judges and the thousands of TV viewers who texted their votes.

Valera and Belleza will be joined at *Fiesta In America's* two-day cultural show by American Idol! sensation **Jessica Sanchez**, OPM pioneers **Spanky and Roger Rigor**, the swinging trio of **MUSIC and MAGIC**, and rising talents from the New York area.



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This sensational roster of artists will raise the curtain for Fiesta In America's concert headliners, none other than the Drifters.

Inducted twice in the Rock and Roll Hall of Fame and still touring the U.S. even in their fifth decade, the Drifters have sold more than 200 million records.

Their 13 Billboard Hot 100 hits include global classics such as Save the Last Dance for Me, Under the Boardwalk, There Goes My Baby, On Broadway, and Sweets for My Sweet.

Since 1998, Fiesta In America has been known as the biggest consumer expo and cultural show of its kind on the East Coast.

The two-day event is a unique blend of trade exhibits from the Philippines and the U.S., free workshops, a Food Court of Filipino regional dishes, as well as artistic and fun activities for various age groups.

Major supporters include AARP, Asian Journal, the Center for Medicare and Medicaid Services, Goya Foods, Hackensack Meridian Health, Horizon Blue Cross Blue Shield of New Jersey, Hudson Kia, Hudson Toyota, LBC, T-Mobile and Western Union.

To attend this "fiesta of nostalgia" starring the Drifters plus Filipino hit-makers, and to sponsor or exhibit, call 212-682-6610 or e-mail info@fiestainamerica.com.

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General Admission tickets are only \$22 before the event and \$25 at the door.

Limited VIP tickets \$65.

Purchase at www.fiestainamerica.com, or call 212-682-6610 or from select Filipino stores.

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