Before the Board of Supervisors in and for the County of Monterey, State of California

Resolution No.:
Adopt Resolution **Honoring Los Tigres Del Norte for Their Lifetime Achievements and Advocacy for Immigrant Communities** and **Declaring Every June 10 as "Los Tigres Del Norte Day" in Monterey County.**

WHEREAS, For over 50 years, **Los Tigres del Norte**, who started from humble beginnings, have today defined the sound and spirit of Regional Mexican music. With more than 40 million albums sold, 24 #1 albums, and over 50 #1 singles, they remain one of the most influential and enduring bands in Latin music history; and

WHEREAS, The band's roots trace back to their hometown of Rosa Morada, Sinaloa, Mexico, where the teenage Hernández brothers, Jorge, Hernán, Luis, Eduardo and their cousin Oscar Lara began performing at local events. After their father Lalo Hernández suffered a tragic disability, the Hernández brothers were determined to support their family through their music. Ultimately, they journeyed north to find larger performance opportunities in the border region of Mexicali, Baja California, Mexico; and

WHEREAS, An opportunity arose there when a local promoter announced that California state officials were looking for Spanish-language acts to perform for inmates at Soledad Prison in the Salinas Valley. Though unpaid, the performance offered exposure—and with a 90-day visa, the brothers saw it as a vital chance to gain footing in the U.S. music scene. They eagerly joined a caravan of artists selected for the prison show, a pivotal moment that helped launch their careers; and

WHEREAS, As the young teenage musicians completed their visa paperwork, a U.S. immigration officer asked for the group's name. They hadn't chosen one yet. Jorge Hernández urged the officer to call them whatever he chose. Drawing inspiration from their energy and direction, the officer noted that in the United States, strong-willed boys were sometimes called "little tigers." Since they were heading north, he named them ***Los Tigres del Norte***—dropping the "little," in case the group stuck together long enough to outgrow it. That spontaneous moment gave birth to a name that today is legendary and renowned around the world; and

WHEREAS, When **Los Tigres Del Norte** arrived at Soledad, California, for the performance, Jorge introduced the group for the first time with their new identity: *"Tell them we are Los Tigres del Norte."* After the show, the promoter invited them to San Jose, California where the city's growing Mexican American community was preparing to celebrate its first official Mexican Independence Day on September 16, 1968. Los Tigres were booked to perform, but soon discovered that the other artists from the prison caravan had returned to Mexico—and their passports had vanished too. Stranded but undeterred, the band found opportunity in challenge; and

WHEREAS, In San Jose, they began performing every Sunday at *Paseo de las Flores*, a sunken open-air venue affectionately known as "El Hoyo," located between railroad tracks and a creek in East San Jose. During this early chapter, they lived behind *La Internacional*, a small Mexican store owned by their promoter, and played wherever they could—restaurants, bars, and community gatherings—often "passing the hat"; and

WHEREAS, Today, **Los Tigres Del Norte** are often called *"The Voice of the People,"* and they have never shied away from addressing the most pressing social issues of their time through their music or public advocacy, including on immigration, labor rights, racism, and overall tolerance of diversity. They have played at numerous immigration rights rallies, including one on the National Mall in Washington D.C. in 2013; and

WHEREAS, In 2019, **Los Tigres Del Norte** released the Grammy-winning documentary and album *Los Tigres del Norte at Folsom Prison* on Netflix. Through their songs and the voices of inmates, the project shed light on the realities of Latino incarceration and was hailed by *Billboard* as one of the best Latin albums of the decade; and

WHEREAS, Los Tigres Del Norte's music has earned them 7 Grammy Awards and 12 Latin Grammy Awards, the Latin Recording Academy's Lifetime Achievement Award, the Hispanic Heritage Legend Award, and a star on the Hollywood Walk of Fame, among many others awards and recognitions; and

WHEREAS, One of **Los Tigres del Norte's** most lasting contributions to culture has been their commitment to preserving the rich heritage of Mexican and Mexican American music. In 2000, the band made a groundbreaking $500,000 donation to support the Strachwitz Frontera Collection at UCLA, enabling the digital preservation and wider promotion of this vital musical history. Motivated by their own desire to uncover the true roots of their genre, the group sought an authoritative archive to fill the gaps left by conflicting accounts and incomplete stories; and

WHEREAS, Los Tigres del Norte have inspired millions around the world for over five decades. Through their music, they tell the story of Latinos, especially Mexican immigrants, who face racism, discrimination, and exploitation in the United States. Their lyrics reflect defiance, resistance, and a deep commitment to exposing injustice, giving voice to communities that have long been marginalized; and

WHEREAS, Los Tigres Del Norte's songs continue to tell a history of the immigrant experience, capturing the hardships of those whose labor sustains the country but often goes unseen. Their music is about resilience and overcoming trials and tribulations. With their powerful platform, they have encouraged both immigrants and Americans to stand up for social justice and a more humane world; and

WHEREAS, Los Tigres Del Norte launched their latest single this year, *La Loteria,* as they continue to sell out venues across the country and world, including Madison Square Garden in New York City in May 2025. Los Tigres del Norte will forever stand among the greatest iconic American musicians.

NOW, THEREFORE BE IT RESOLVED, that the County of Monterey Board of Supervisors, on behalf of the County and all residents thereof, hereby **honors and celebrates Los Tigres Del Norte for their lifetime achievements and exemplary advocacy for our immigrant communities and declares every June 10th as "Los Tigres Del Norte Day" in Monterey County**. On this homecoming to the Salinas Valley where your music in the United States began in 1968, we commend you not only for your monumental contributions to music, but for your unwavering voice, resilience, and decades-long dedication to telling the uplifting stories of our immigrant and Latino communities. Que Vivan Los Tigres Del Norte!

PASSED AND ADOPTED this _____ day of _____, 2025, by the following vote, to wit:
AYES:
NOES:
ABSENT:

I, Valerie Ralph, Clerk of the Board of Supervisors of the County of Monterey, State of California, hereby certify that the foregoing is a true copy of an original order of said Board of Supervisors duly made and entered in the minutes thereof of Minute Book _____ for the meeting on _____, 2025.

Dated:

Valerie Ralph, Clerk of the Board of Supervisors
County of Monterey, State of California.

By_____
Deputy