

Latinos Unidos Record Pool

Latinos Unidos Record Pool was born in August 1993 as a result of other pools not giving full service to the DJs and a lack of understanding of the Latin culture. There was need to create an honest outlet for record labels and artists. **Latinos Unidos** not only became the first all Latin music pool but also the most respected record pool in the industry. The DJs cater to all types of music ranging from bachata to hip hop and house. Not only are the Latin labels servicing the pool but so are several American labels and the phone calls keep pouring in for the list of DJs that belong to this distinguished record pool.

The pool consists of 2 offices and 120 DJs all of which are allocated in the top clubs and radio stations worldwide. Our DJs report to publications such as **Billboard and Mixx Hits**. As a pool we report to **Radio y Música, Antennas, Espectaculo, La Vida, El Especial, Temas, Urban Latino** and many others. Our publication, **Latinos Unidos Hits Magazine**, is published monthly and is currently one of the most requested magazines in retail stores.

It is free of charge to the public and our charts are the source of what many retail stores use in order to buy and sell merchandise. There are 50,000 copies in circulation worldwide and the demand is increasing daily with phone calls from all over the globe requesting the magazine.

Latinos Unidos Record Pool is not just about making and breaking artists. For the past two years they have been working with the community in helping raise funds for college scholarships and churches. They have also participated in the **Mega 97.9fm Dance Fest Stop the Violence** concert series. **Latinos Unidos** continues to work with the community whenever the opportunity arises.