

3RD ANNUAL NOCHE DE FIESTA TEJANA
TEJANO R.O.O.T.S. HALL OF FAME

\$3



Freddie Martinez



A talented trumpet player and vocalist, Martinez was a musician's musician during the years in which he toured the Tex-Mex circuit at the head of his eight-piece orchestra.

In 1977, while still at the peak of his popularity, Martinez made a business decision to store away his trumpet, quit the road and devote his energies and full time attention to developing the record label he had started some eight years before.

The decision was to be an important one for Martinez and his family.

It would place Martinez in the position of helping to shape the direction of Tejano Music from a perspective far removed from the dance halls and endless blacktop roads he had experienced as a performer.

In early 2002, Martinez and his family opened their highly anticipated new corporate facility on Corpus Christi's southside.

At nearly 40,000 square feet, the building serves as Freddie Records' new headquarters and houses the



FREDDIE MARTINEZ

company's sales, distribution, marketing, promotions and publishing departments.