

media kit 2021

FLOR BROMLEY
MUSICIAN & CHILDREN'S
ENTERTAINER





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About Flor

Get ready to move, sing and have a great time with a collection of bilingual children's songs presented by singer-songwriter and musician Flor Bromley. Listen and sing along to songs in Spanish and English that promote dual language education, and an understanding of diversity. Flor's collection of upbeat songs, along with her captivating storytelling ability as a puppeteer, are sure to take children of all ages on a magical journey to discover the joy of music, literature, and learning. Kids will clap and dance while learning about themes such as parts of the body, animal sounds, and musical instruments. Whether celebrating your own culture or learning about the language and traditions of others, children and adults alike will be singing and humming Flor's tunes long after they've left her show.



Photo: Carmen Stevens

WHAT OTHERS SAY

"Bromley's pleasant voice is as uplifting as the rhythms that accompany it."

- Dan Pavelich , Pop-a-looza

"Flor shows us that children's music is not just for children, but can be enjoyed by adults and families of all ages."

- NY Metro Parents

"Fiesta Global is a perfect blend of exuberant celebration and cultural exploration"

- Anouck Iyer, Eat the Marshmallow

PERFORMANCES & APPEARANCES

Flor Bromley's past performances include New York Public Library, WaveHill, Sugar Hill Children's Museum of Art and Storytelling, Children's Museum of Manhattan, Fort Green Festival, The High Line, Hispanic Festival of Valhalla, Brookfield Place, Please Touch Museum, Music in the Grove, Summer on the Hudson, New York Children's Theatre Festival, Westchester Children's Museum, Westchester Public Library System, Queens Library System, Brooklyn Public Library and El Museo del Barrio

Flor Bromley is Connecting the World Through Music

Flor Bromley has one thing on her mind: to share the Latino-American experience through her songs and storytelling with a new generation. Bromley released her second CD, *Fiesta Global* in 2020. It's a record about love, unity, and appreciation for each other. Her theatrical stylings create laughter and joy while planting images of bigger places and different cultures in the minds of little ones.

"As a person, musician and mother, I want to see more diversity in the music we're offering our children, especially in media," Bromley says. "You can turn on any of the most popular children's movies right now, and hear maybe six genres of music, but they're all American. I want to change that."

Bromley grew up in Lima, Peru, in the 1980s, at a time when she says traveling was considered a luxury. But through TV, movies, music and books, her father, a psychiatrist, and mother, a lawyer-turned-English professor, encouraged Bromley to have a global outlook, and explore life beyond Lima.

At 17 years old, Bromley followed in her mother's footsteps, and applied to a student exchange program in upstate New York. At her new high school, Bromley befriended fellow students from Czech Republic, Ghana, Turkey, and Thailand.

"I would talk to my friends and think, 'Wow, what's Thailand?'" Bromley says. "I wanted to hear stories about where they were from, but also learned we were all just teenagers who wanted the same things. I realized we can learn so much about the world and each other through music."

But Bromley's optimism around diversity and inclusion came face to face with a different reality when she enrolled in a two-year conservatory program at AMDA (The American Musical and Dramatic Academy) in New York City. There, Bromley learned there were few to no roles for Latina women in theater.

"I was a woman, and a woman of color, and I had an accent," Bromley says. "And all these things were working against me. I couldn't access the white roles, but I couldn't access the black roles either. I look Latino. Sometimes they wanted me to make my accent thicker - more Sophia Vergara - or they wanted me to dance like Chita Rivera. I wasn't going to get any of those roles."

While Bromley says the American system put her in a box, it also allowed her to find her niche and market herself as what she truly is: a Latina woman and bi-lingual children's entertainer.

"There's a certain way American media portrays Hispanics," Bromley says. "You're either the immigrant or the bombshell. But I want to showcase who I am through my music."

Bromley is currently working on two major projects. The first is an online series called *Latin American Passport*, which takes kids on a weekly journey highlighting the richness of Latin American culture, something Bromley says most people don't know much about.

"There are thirty-something countries in Latin America, but if you ask someone to name them, most people will come up with the same five," Bromley says. "But Latin America is a diverse place with all different types of music. I want to showcase the sounds of Salsa, Son Jarocho, Marinera and Huayno. There's so much to explore!"

Bromley's second project will be her third bilingual album for families about Pachamama, or Mother Earth, in Quechua, a native language of Peru.

"I want people to know all the richness of my indigenous roots and enjoy through music the wonders of nature."



Photo: Carmen Stevens