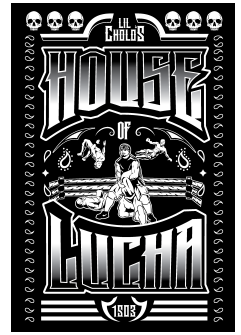


**LUCHA  
OTAKU**

**ORIGINAL  
LOWRIDER**



**FOR IMMEDIATE RELEASE:**

**LUCHA OTAKU USA, THE PRODUCTION AND MANAGEMENT COMPANY BEHIND THE WRESTLE-1 ALLIANCE, PARTNERS WITH ORIGINAL LOWRIDER FOR NEW VENTURE**

*Los Angeles, CA – April 5, 2024*

The *Lucha Otaku USA* team of Gary Lee Jackson, Dan Madigan, and Mitch Berlow have partnered with Joe Ray's *Original Lowrider* to launch *Lowriders & Luchadors*, a wrestling entertainment company that will present wrestling for all Original Lowrider events throughout the United States and abroad, as well as corporate events and venue shows. The focus will be to provide attendees with a culturally immersive experience of art, music, and dance, with a spotlight on Latino/Latina-owned businesses.

The first *Lowriders & Luchadors* show take place at the LA Convention Center as part of the *Original Lowrider LA Super Show*, on *April 27th and 28th, 2024*, and will feature talent from *Li'l Cholo's House of Lucha*.

**Lucha Otaku** is a multi-dimensional production company and talent agency, with a singular vision: to establish a creative haven for the indie artist – Musicians, Graphic Artists, Writers, Performing Artists, and Athletes. Established names and burgeoning talent all flourish under the Lucha Otaku banner. Lucha Otaku literally means "Fight Geek". A name, born out of the reverence and respect for Japanese and Mexican Pop Culture, it represents the fusion of these two distinct and rich traditions into one unique transnational merger.

Joe Ray's **Original Lowrider** was born out of his years of retrofitting model cars and cruising his Monterey Park neighborhood on his Schwinn Sting-Ray as a kid. He purchased his first Lowrider in 1974 and joined the Lifestyle Car Club. After years of modifying Lowrider vehicles, fast forward to 2006, when Joe was inducted into the Lowrider Hall of Fame. A couple years later, he became the Editor for *Lowrider Magazine*. Upon his exit from Lowrider Magazine, Joe felt that it was his duty to continue the traditions and uphold the standards and cultural values that represent lowriding. In 2020 he launched Original Lowrider as a way to continue his passion and the tradition of all things Lowrider.

**Li'l Cholo** has been wrestling since shortly after learning to walk. His professional debut was in 1988, and launched a career that spans 20+ years, working locally in Southern California, as well as starring on the El Rey Network's *Lucha Underground*. In the mid 2000's Cholo brought his talents to *Lucha VaVOOM*, as a wrestler and talent booker. Most recently Cholo opened his own training facility in Stanton, CA dubbed **House of Lucha**, where he trains wrestling hopefuls on the intricacies of in-ring and out-of-ring techniques.

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@lowridersandluchadors



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