

September 18, 2025



SiriusXM Celebrates the Legacy of Celia Cruz with the Launch of Celia Cruz AZÚCAR!

The new year-round channel debuts today on the SiriusXM app

In honor of Hispanic Heritage Month, the channel will be available for a limited run on channel 79 September 26 through October 3

A promotional graphic for the SiriusXM channel "Celia Cruz AZÚCAR!". It features a vibrant red background with a white floral pattern. On the right, a photograph of Celia Cruz is shown from the chest up. She has her signature blonde hair styled in a high, voluminous bouffant. She is wearing a colorful, multi-colored sequined jacket over a dark top, a multi-strand beaded necklace, and large hoop earrings. She has a joyful expression with her mouth wide open in a laugh or shout. To the left of the image, the text "CELEBRATE A CENTURY OF CELIA" is written in a bold, black, sans-serif font. Below this, the words "LISTEN NOW" appear in a smaller, black, sans-serif font. At the bottom left, there is a black rectangular box containing the "SiriusXM" logo in white. On the far right edge of the red background, the letters "C" and "A" are visible in a large, stylized font, likely part of the "AZÚCAR!" branding.

NEW YORK, NY – September 18, 2025 – SiriusXM today announced the launch of [Celia Cruz AZÚCAR!](#), a new year-round channel dedicated to the life and legacy of the “Queen of Salsa” Celia Cruz and her remarkable impact on music. Celia Cruz AZÚCAR! launches

today on the SiriusXM app and will be available for a limited run in cars on channel 79 September 26 through October 3.

Saluting 100 years of Celia Cruz, the exclusive new channel is a centennial celebration of her vibrant legacy, timeless music and unmistakable spark that continues to inspire generations worldwide. From her trailblazing hits with the iconic Fania Records to her early 2000s global anthems, experience the full spectrum of sounds from the undisputed “Queen of Salsa” like never before.

On Celia Cruz AZÚCAR! you can hear Celia Cruz’s classic hits and fan favorites, along with musical contemporaries and those that have been inspired and influenced by her music including Angélique Kidjo, Buena Vista Social Club, Fania Allstars, Gloria Estefan, La India, Marc Anthony, Tito Nieves, Tito Puente and many more.

Throughout the first month of the channel there will be specialty programming including:

- **Celia & Tito:** Celebrating the legacy of the queen of salsa, Celia Cruz and king of mambo, Tito Puente, host Tito Puente Jr. takes us on a musical journey highlighting the best recordings of this dynamic duo and his personal memories with both icons; as the son of Tito Puente and "nephew" of Celia Cruz. A new episode of *Celia & Tito* airs each Thursday starting September 18 at 12pm ET on Celia Cruz AZÚCAR!.
- **Quarter Legacy:** Celia Cruz has been honored as the first Afro-Latina woman to be on a United States quarter with the emblematic “Azúcar!” phrase on the coin, so what better way to celebrate than with her very own goddaughter and salsa princess, La India, as she presents the essential 25 Celia Cruz anthems. *Quarter Legacy* airs September 27 at 2pm ET on Celia Cruz AZÚCAR!.
- **Tabaco y Ron:** The world danced to Celia’s most rhythmic hits, and now we bask in the nostalgia of La Guarachera de Cuba. Listen to one hour of Celia’s best boleros, hosted by friend, producer and salsa legend, Willy Chirino. *Tabaco y Ron* airs September 29 at 3pm ET on Celia Cruz AZÚCAR!.
- **100 Years of ¡Azúcar! All Stars Concert:** Friends, colleagues, and music legends Albita, Jose Alberto “El Canario,” Lena Burke, Leslie Cartaya, Lucrecia, Tony & Mimy Succar and Willy Chirino, join to perform Celia’s biggest hits in this exclusive one night only centennial celebration from the SiriusXM Miami studios. *100 Years of ¡Azúcar! All Stars Concert* airs October 2 at 9pm ET on Celia Cruz AZÚCAR!.

Tune in to Celia Cruz AZÚCAR! for more guest hosted specials with artists sharing personal anecdotes and memories with the iconic Queen of Salsa.

You can find more information on SiriusXM’s Hispanic Heritage Month programming [here](#).

SiriusXM continues to showcase some of the biggest names in today’s Latin pop, reggaeton, dance and viral LatinX music through the dynamic [Hits Uno](#) and [Caliente](#) channels as well as a suite of Latin music channels and programming all originating from SiriusXM’s Miami amazing state of the art studios.

Eligible customers can get their first three months of SiriusXM for free. Click [here](#) to sign up and experience all that SiriusXM has to offer. See Offer Details.

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About Celia Cruz

Celia Cruz, born in Havana, Cuba, became one of Latin music's most iconic figures, renowned for her powerful voice and vibrant stage presence. She overcame humble beginnings, studied at Cuba's Conservatory of Music, and gained fame with La Sonora Matancera before choosing exile in the United States. Her solo career flourished with Tito Puente and later with Johnny Pacheco in Fania Records, helping shape salsa music globally. She collaborated widely, won numerous Grammys, and remained active even after being diagnosed with a brain tumor in 2002, passing away in 2003.

Cruz received major honors, including the National Medal of Arts and a Smithsonian Lifetime Achievement Award. In 2024, she became the first Afro-Latina to appear on U.S. currency, honored on the American quarter. Her enduring legacy as a cultural icon is encapsulated in her famous exclamation: ¡Azúcar!

About Sirius XM Holdings Inc.

SiriusXM is the leading audio entertainment company in North America with a portfolio of audio businesses including its flagship subscription entertainment service SiriusXM; the ad-supported and premium music streaming services of Pandora; an expansive podcast network; and a suite of business and advertising solutions. Reaching a combined monthly audience of approximately 160 million listeners, SiriusXM offers a broad range of content for listeners everywhere they tune in with a diverse mix of live, on-demand, and curated programming across music, talk, news, and sports. For more about SiriusXM, please go to: www.siriusxm.com.

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