

# TALKING SENTIMENT

## WITH IVY QUEEN



deborah  
magdale-  
na  
Latin  
street

How depressing. It's the month of love. The big VD! Valentine's Day. A day in which we are all torn with the status of our romantic relationships or lack thereof.

My most depressing Valentine's was back when my family and I still lived in New York. I cried to my mom how I was afraid I'd die alone, never have kids, never have a Valentine ... blah, blah! The next morning, on the bathroom sink, was the most beautiful Valentine's Day card that was signed, "You see, you do have a Valentine, Love Mom." Boo Hoo! I still cry when I tell that story.

From that moment on, I realized that there are many levels of love and the true meaning of sentiment. I have the power to make a choice to make Valentine's a positive day. Now, luckily, I'm happily married and still choose to make Valentine's about family and REAL friends.

Love, when it's real, doesn't hurt and for the most part it should be fun.

For the in-between sessions, we cry, grow, forgive and start the cycle all over again.

For each cycle, just remember to have "Sentimiento."

### IVY QUEEN RISING

The Puerto Rican-born, New York-raised Martha Ivelisse Pesante, a.k.a. Ivy Queen La Caballota is unknowingly becoming a legend. The renowned daily newspaper the New York Times has described her as "the only significant female reggaeton rapper."

Just recently she proudly announced signing an exclusive contract with Univision Music and her March release of her next album "Sentimiento." The first cut, "Que Lloren (Let Them Cry)" was written by Ivy herself.

"I'm super proud to be a part of Univision Music Group ... They are a strong and important company who always respects its artists," she said.

As I sat down to talk with La Diva for the Billboard Latino television show, I had to confess my admiration to her. I deeply appreciate that no matter where she is — on stage, walking in a lobby of a hotel, or about to speak on a panel — whenever she sees my hubby, DJ Sama, she verbally and loudly acknowledges him. He was so instru-

**"In Sentimiento we find that love is what keeps us alive, whether it's a breakup or reconciliation."**

— Ivy Queen

### SENTIMENT

(sen-ti-ment) noun  
manifestation of the  
higher or more  
refined feelings  
(www.dictionary.com)



IVY QUEEN AND MAGDALENA

mental to her success during his tenure as host and DJ of Mun2's TV show "The Roof."

"Sama has been real good to me!" she confesses.

**Deborah Magdalena: How are you?**

**Ivy Queen:** Super happy, with my new label Univision Music and my new baby, Sentimiento.

**DM:** After having such a public breakup (with producer Omar Navarro), I'm sure your lyrics will kill us softly.

**IQ:** Look, love has many levels, your heart gets broken, you cry, you realize it wasn't meant to be, you learn and you forgive. The best part about getting my heart broken is this CD. Although it still delivers banging reggaeton, with a strong hip-hop and reggae vibe, the lyrics speak of all of the levels of love.

**DM:** Are you in love now?

**IQ:** Deeply. With my CD, my new record label and myself. It's all about me right now. I'm even releasing my CD in March, around my birthday as a gift to myself because it represents my growth as a woman and my soul.

**DM:** Speaking of womanhood, what about kids someday?

**IQ:** Absolutely, with or without a

man. I'm going to work my ass off for about another five years, then take a break and start popping them out.

**DM:** Aren't you scared of being a single mom?

**IQ:** Don't get me wrong, I'd love to meet my life partner, but I take my crown off to all single mothers. They work very hard and make many sacrifices for their kids. It would be an honor to even be in their league.

**DM:** Would you ever retire to raise kids?

**IQ:** I'll slow down, but not retire. I hope to be like La Sra. Celia Cruz, sing till my last breath.

**DM:** What advice do you have for female vocalists?

**IQ:** If you think you have the balls to be in this game, then get ready to work, you don't see your family much, your romantic life is always affected, and you must be lyrically strong.

**DM:** Do you consider yourself sexy?

**IQ:** No! (With a Marilyn Monroe pout). Music is always the best antidote for any human condition, especially if you have "Sentimiento."

"Sentimiento" out in stores March 27. For Billboard Latino's local listings, visit <http://billboard.latino.msn.com/>.