

PRESS RELEASE

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ACTOR AND CSI MIAMI STAR ADAM RODRIGUEZ TO SERVE AS HISPANIC HERITAGE YOUTH AWARDS' SPOKESMAN IN 2009

***Rodriguez also Received Inspira Award for being a Role Model and
His Positive Portrayal of Latinos in the Media***

WASHINGTON, DC – The Hispanic Heritage Foundation (HHF) today announced Actor and CSI Miami Star Adam Rodriguez as the official spokesman of the Youth Awards program in 2009 which will include a PSA campaign and participation in events. In 2008, Rodriguez was honored with HHF's Inspira Award for serving as a role model and for his positive portrayal of Latinos in the mass media.

"We applaud Adam for using his high-profile status and personal commitment to inspire young Latinos to succeed in the classroom and community," said Jose Antonio Tijerino, HHF president and CEO. "He has been a huge supporter of our mission by connecting one-on-one with our students, participating in our events and even taking a red-eye from LA to fulfill his commitment only to fly immediately back across the country. Adam is a sincere and active advocate for Latino youth through education, culture and leadership."



The 12th annual Hispanic Heritage Youth Awards recently launched, and applications are now available at www.hispanicheritage.org. HHF and its sponsors will once again provide more than half a million dollars in educational grants to over 200 Latino high school seniors across 12 regions throughout the country. The Youth Awards Regions include: **Dallas, Houston, San Antonio, San Diego, Los Angeles, San Jose/San Francisco-Bay Area, Phoenix, Chicago, Miami, New York, Philadelphia/New Jersey, and Washington, DC.**

Rodriguez will be featured on more than 300,000 promotional materials and, in February, on PSAs aired on NBC, Telemundo, MTV and other media outlets.

Rodriguez was born and raised in New York, and his dream was to be a professional baseball player after receiving various college scholarship offers. However, injuries prevented him from making his dream a reality and turned to another passion – acting. He put his heart and soul into acting, realizing that hard work and determination would be the only way to succeed. Rodriguez moved to Los Angeles and within months had a string of television roles in such TV shows as "Brooklyn South," "Felicity," "Resurrection Blvd.," and the final season of the cult hit, "Roswell," before landing his long-time starring role as Eric Delko in Jerry Bruckheimer's critically acclaimed "CSI: Miami."

The Dominican-American actor can also be seen in movies such as Bohica, Crossing Paths, Thanks to Gravity, Cielito Lindo, The Imposter and King Rikki. In his spare time, Rodriguez enjoys playing guitar, volunteering for charities, writing music and writing poetry.

About the Hispanic Heritage Foundation

The Hispanic Heritage Foundation, a nonprofit organization which identifies, inspires, promotes, and prepares Latino leaders through educational, cultural and workforce programs. For more information, please visit www.HispanicHeritage.org or for an introduction to HHF's mission visit www.HHFvideo.com.

NOTE: To sponsor the Hispanic Heritage Youth Awards and other Hispanic Heritage Foundation programs please call 202.861.9797.

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