

PRESS RELEASE

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21st ANNUAL HISPANIC HERITAGE AWARDS TO BE BROADCAST FOR THE FIRST TIME ON BROADBAND AND WIRELESS

UCLA Student and Past Hispanic Heritage Youth Awards Recipient to Direct Production Aimed at Younger Audience

WASHINGTON, DC – The Hispanic Heritage Foundation (HHF) announced that for the first time in its 21-year history, the venerable Hispanic Heritage Awards will be broadcast via broadband and on Sprint Nextel's Power View on October 26, 2007 at www.hispanicheritagemedia.org. In an effort to reach a younger audience on their terms, 21-year-old Los Angeles native and UCLA student Jairo Alvarado will direct the production, which will be filmed on October 11 in Washington, DC.

"I've been interested in film and entertainment ever since I was in the third grade," said Alvarado who received HHF's 2005 National Youth Award for the Arts as a high school senior and currently interns at Warner Bros. Studios. "I fell in love with the idea of creating the journey for audiences and impacting people in different ways through entertainment. Working on this production is an honor and a thrill."

The program will be broken down into 17 shorts segments (two-five minutes in length) and one full-length version (30 minutes) shot "guerilla style" from backstage and from various angles and not confined to the site of the Hispanic Heritage Awards. The broadcast will be sponsored by Southwest Airlines, AstraZeneca and Volvo who will run ads on the program.

"Our objective is to offer an edgy but intimate look at the Hispanic Heritage Awards," said Jose Antonio Tijerino, president and CEO of HHF. "The production team, led by Jairo Alvarado and Bria Bergman, will move away from a traditional point of view. Rather than the viewer experiencing the show from the audience, it will be shot in a dynamic documentary style, putting the viewer on stage with the presenters, performers, and Honorees. I commend our advertising partners for supporting another vision and delivery vehicle that helps us move forward with the Latino community, by far the youngest demographic in America."

Along with employing a cutting edge style, the production team (consisting of Alvarado's classmates) will develop thematic layers throughout the show that explore identity, fusion, political participation, and leadership within the Latino community. HHF is promoting the online broadcast of the awards through media partnerships including People en Español and other outlets. HHF will also be working with more than 200 web sites to place video clips including FaceBook, YouTube, MySpace and more underground sites.

The production team will also have full access to a special pre-release screening of the movie *Love in the Time of Cholera* on October 10 presented by HHF, Stone Village Pictures and New Line Cinema. Director Mike Newell (*Harry Potter and the Goblet of Fire*, *Four Weddings and a Funeral*), and Producer Scott Steindorff will welcome the 2007 Hispanic Heritage Awards Honorees and sponsors, elected officials, representatives of the top national Latino organizations, and celebrity guests. The following evening, the Hispanic Heritage Awards ceremony will take place.

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Mike Newell, Scott Steindorff, and *Love in the Time of Cholera* cast members, including Academy Award nominee Catalina Sandino Moreno (*Maria Full of Grace*), Benjamin Bratt (*Traffic, Clear and Present Danger*), Hector Elizondo (*CANE, Chicago Hope*), Laura Harring (*Mulholland Dr.*), will collectively receive the 2007 Hispanic Heritage Award for the Arts at the Renaissance Hotel in downtown Washington, DC. The Hispanic Heritage Awards will be hosted by actress Judy Reyes of NBC's *Scrubs* and will feature a star-studded roster of presenters and dazzling performances by some of the recording industry's hottest artists.

The Hispanic Heritage Foundation, a 501c3 nonprofit organization which identifies, inspires, promotes and prepares Latino leaders through national leadership, educational, and workforce programs. The Hispanic Heritage Awards, which began as a small White House ceremony commemorating the creation of Hispanic Heritage Month, has become the most recognizable and celebrated Hispanic honor and event in America, and serves as a culmination of the Foundation's year-round programs. For more information please visit www.HispanicHeritage.org.

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