

PRESS RELEASE

For Immediate Release
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HISPANIC HERITAGE YOUTH AWARDS TO HONOR AND PRESENT 21 DALLAS-AREA HIGH SCHOOL SENIORS WITH MORE THAN A HALF MILLION DOLLARS IN GRANTS FOR LEADERSHIP IN CLASSROOM AND COMMUNITY

Southwest Airlines Corporate Headquarters to Host Ceremony – Local Students Eligible for National Award and Travel to Washington, DC

WASHINGTON, DC—The Hispanic Heritage Foundation (HHF) today announced the recipients of the Dallas Regional Hispanic Heritage Youth Awards (HHYA). Twenty-one local high school seniors, and one teacher, will be honored for their leadership in the classroom and community and promoted as role models for their peers during a ceremony at Southwest Airlines Corporate Headquarters on Wednesday, April 30, 2008.

The 2008 Dallas Youth Awardees will each receive educational grants in the amounts of \$3,000 for Gold Medallion, \$2,000 for Silver Medallion and \$1,000 for Bronze Medallion Awardees. The Teacher Award, presented by Staples Foundation for Learning, will recognize a teacher that has made a significant impact on the lives of students and will be announced at the Awards ceremony.

In 12 regions across the country, 252 Youth Awardees will receive more than \$500,000 in total grants after being selected from an original pool of thousands of applications. The Dallas Regional Youth Award recipients are:

Academic Excellence, for extraordinary academic achievement, presented by the Sprint Foundation:

Madisen Obiedo of Dallas, Texas- The Hockaday School - Gold Medallion
Perla Campos of Granbury, Texas- Granbury High School - Silver Medallion
Alejandro Torres of Dallas, Texas- Cistercian Preparatory School - Bronze Medallion

Business, for strong business aptitude, sponsored by the National Society of Hispanic MBAs:

Vanessa Peña of Dallas, Texas- Creekview High School - Gold Medallion
Jacqueline Negrete of Carrollton, Texas- Newman Smith High School - Silver Medallion
Elizandra Torres of Blue Ridge, Texas- Blue Ridge High School - Bronze Medallion

Education, for demonstrated desire to be among the next generation of teachers, sponsored by Southwest Airlines (also the Official Airline of the HHYA):

Mikala Salmeron of Allen, Texas- Allen High School - Gold Medallion
Logan Chavez of Garland, Texas- South Garland High School - Silver Medallion
Christopher Burge of Dallas, Texas- Jesuit College Preparatory School of Dallas - Bronze Medallion

Engineering and Mathematics, for innovation in mathematics, engineering, or technology, sponsored by ExxonMobil:

Manuel Manzanares of Dallas, Texas- St. Mark's School of Texas - Gold Medallion
Karen Rico of Dallas, Texas- Science and Engineering School at Yvonne A. Ewell Townview Center - Silver Medallion
John Avila of Arlington, Texas- Kennedale High School - Bronze Medallion

Journalism, for creativity and integrity in print, broadcast, or web-based media, sponsored by NBC Universal/Telemundo:

Rachel Rice of Dallas, Texas- Richardson High School - Gold Medallion
John Breshears of Little Rock, Arkansas- Parkview Arts Science Magnet School - Silver Medallion
Raymundo Romeno of Ferris, Texas- Ferris High School - Bronze Medallion

Leadership, for excellent leadership skills in the classroom and community, sponsored by Sallie Mae (also the Official Student Loan Partner of the HHYA):

Regina Escamilla of Farmers Branch, Texas- Ursuline Academy of Dallas - Gold Medallion
Todd Gonzales of Arlington, Texas- Arlington High School - Silver Medallion
Philip Tarpley of Dallas, Texas- Cistercian Preparatory School - Bronze Medallion

Sports, for athletic prowess and sportsmanship, sponsored by SUBWAY® Restaurants:

Joseph Antley of Tyler, Texas- Chapel Hill High School - Gold Medallion
Robert Lamilla of Coppell, Texas- Coppell Senior High School - Silver Medallion
Melanie Ruiz of Kansas City, Missouri- St. Pius X High School - Bronze Medallion

Regional committees select Awardees from the thousands of applications submitted by graduating high school seniors of Hispanic descent. Selection criteria include academic achievement, community service, and category focus.

"We are so proud of the Youth Awards program, which is progressing by leaps and bounds with more sponsor involvement, celebrity participation, and most importantly, student recognition." said José Antonio Tijerino, President and CEO of the Hispanic Heritage Foundation. "The Dallas Awardees are role models and leaders who excel inside and outside of the classroom. They and their fellow regional honorees represent the next generation of emerging Hispanic professionals, and we are committed to providing them with opportunity and support."

"The students being honored are an inspiration to us all," said actor Wilmer Valderrama, Official Spokesperson of the 2008 Hispanic Heritage Youth Awards and *Inspira* Award Recipient. "These young leaders are setting a positive example not only for the Hispanic community, but for people throughout the country. The determination, generosity of spirit, and accomplishment they have demonstrated at such young ages are only a small fraction of what they will eventually go on to achieve, and I applaud their hard work."

The success of the Youth Awards program is predicated by the support of thousands of high schools, community organizations, and business partners. In addition to the category sponsors listed above, the *Inspira* Award is presented by Hershey's. Official Sponsors of the Hispanic Heritage Youth Awards include Allianz Life, Hilton Hotels Corporation, Sallie Mae, Southwest Airlines, Target, and Wachovia. Youth Award Partners include the Hispanic College Fund, *VMe*, and Voto Latino. Hispanic Heritage Foundation Partners and Sponsors include Home Builders Institute, National Association of Home Builders, Lowe's, the National Research Center for College and University Admissions (NRCCUA), Pulte Homes, Sprint Foundation, and UPS.

After the local ceremonies, the 252 Regional Youth Awards recipients will be narrowed to one National Youth Award recipient for each of the seven categories. Those individuals will be honored at the National Youth Awards presentation, where each student will receive an additional \$5,000 educational grant and a laptop computer. The National Youth Awardees will be then be presented with their award onstage during a special ceremony of the 22nd Annual Hispanic Heritage Awards in Washington, DC on October 9, 2009.

About the Hispanic Heritage Youth Awards

The Hispanic Heritage Youth Awards were created to identify and promote the next generation of role models by celebrating their accomplishments in the classroom and community. These young leaders are promoted as role models for their peers. With the Youth Awards as a feeder program, the LOFT (Latinos on Fast Track) initiative was launched in 2004 to systematically develop sustainable relationships between top Hispanic young professionals who have been awarded and America's workforce.

The Hispanic Heritage Foundation, a 501c3 not-for-profit organization, identifies, prepares, and positions Latino leaders in the community, classroom and workforce through national cultural, educational, and career development programs. For more information about the Hispanic Heritage Foundation, please visit www.HispanicHeritage.org.

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