

Hispanic Heritage FOUNDATION

PRESS RELEASE

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HISPANIC HERITAGE FOUNDATION CREATES ACTION! ADVISORY COMMITTEE TO HELP DIVERSIFY ENTERTAINMENT BUSINESS

Committee Comprised of Senior Executives from Hollywood Studios and Agencies

The Hispanic Heritage Foundation (HHF) created its first Action! Advisory Committee comprised of senior executives from the entertainment industry, to:

- 1.) Provide leadership in helping diversify the "business side" of the entertainment industry through the LOFT (Latinos on Fast Track) program (focus on the business rather than talent side is due to the lack of programs in this area)
- 2.) Promoting positive leaders in the entertainment industry through the prestigious Hispanic Heritage Awards in Washington, D.C., which will be celebrating its 21st anniversary on October 11, 2007.

"We are thrilled to have such a prestigious and passionately committed group of Hollywood executives join together with a common vision and goal for Hollywood in relation to the Latino community," said Jose Antonio Tijerino, President and CEO of the Hispanic Heritage Foundation. "Through this ongoing dialogue and actions we hope to provide opportunities for emerging Latino professionals and provide a meaningful platform for positive community-minded Latino stars who serve as role models for others."

The first meeting of the Action! Advisory Committee was hosted by Emanuel Nunez at Creative Artists Agency (CAA) in Los Angeles, and took place June 20. Other members of the Action! Advisory Committee include: Joel Flatow, Recording Industry Association of America; Anita Woerner, Paramount; Actress Judy Reyes; Sara Ramaker, Paradigm; Gary Credle, Warner Bros.; Maria Teresa Petersen, VotoLatino; Rick Ramirez, FOX Entertainment Group; Dario Brignole; Juan Herrera, MTV Networks; Rich Taylor, Motion Picture Association of America LOFT youth members Jairo Alvarado who is a UCLA student, and Monica Villarreal, recent graduate of NYU's Tisch School of the Arts; Scott Heidegger, Hispanic Heritage Foundation; and David Park and Barbara Saylor from Park & Associates.

For the second year in a row, the Hispanic Heritage Foundation will offer young people the opportunity to work with the events and production teams for the Hispanic Heritage Awards, providing them with invaluable experience. The Foundation is also looking into a special production role for some of its LOFT students, which will be announced in the coming months and focus on "behind the scenes" roles such as managing budgets, script writing, talent management, accounting, public relations, ad sales, production assistants, research, etc. The LOFT initiative was launched in 2004 to systematically develop sustainable relationships between top Hispanic young professionals and America's workforce.

- More -

Page Two/Action! Advisory Committee

The Hispanic Heritage Awards were created in 1987 by a White House task force commemorating the creation of Hispanic Heritage Month. The Hispanic Heritage Awards recognize Latinos leaders who have made a positive impact on the United States in various fields including the Arts. Each year, the Hispanic Heritage Awards Honorees serve as a reminder, through their uncommon achievements, that no dream is beyond reach. Past Honorees have included Gloria and Emilio Estefan, Antonio Banderas, Placido Domingo, Rita Moreno, Anthony Quinn, Celia Cruz, Andy Garcia, Cristina Saralegui, Jimmy Smits, Tito Puente, Narciso Rodriguez, Jose Feliciano, Gregory Nava, Edward James Olmos, Cachao, Oscar Hijuelos, Raul Julia, and Martin Sheen. What makes the Hispanic Heritage Awards unique is that the cultural icons take their place next to community leaders and activists such as Delores Huerta, Raul Yzaguirre, Juan Gonzalez, Carmen Zapata, Father Virgilio Elizondo, Jaimie Escalante, Dr. Pedro Jose Greer, Jr., Antonia Hernandez, and even an astronaut, Dr. Ellen Ochoa.

The Hispanic Heritage Foundation, a 501c3 not-for-profit organization, identifies, inspires, promotes, and prepares Latino role models through national leadership, educational, and workforce programs. For more information about the Hispanic Heritage Foundation, please click here for a short video www.HHACermony.com or visit www.HispanicHeritage.org.

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