



FOR IMMEDIATE RELEASE
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**THE 2009 NCLR ALMA AWARDS HONORING TODAY'S BIGGEST STARS TO AIR
FRIDAY, SEPTEMBER 18 ON ABC AT 8/7c**

**Co-hosted by Eva Longoria Parker and George Lopez with special achievement awards
presented to Salma Hayek, Oscar De La Hoya, and Raul Yzaguirre
and a tribute to the late Ricardo Montalban**

Los Angeles, CA—The 2009 NCLR ALMA Awards® taped on September 17, delivering what will be the biggest night on television for Latinos. The awards program airs tonight, Friday, September 18 at 8:00/7:00 p.m. Central on the ABC Network. Television and film actress Eva Longoria Parker and comedian George Lopez are co-hosts of the star-studded event. Longoria Parker also serves in her recurring role as one of the show's executive producers.

For the first time in history, the two-hour special, presented by NCLR (National Council of La Raza)—the largest national Latino civil rights and advocacy organization in the United States—is taking place during Hispanic Heritage Month, a time when Americans celebrate the Latino community and the contributions Latinos have made to our country throughout its history. The ALMA Awards celebrates the contributions of Latinos in the entertainment industry with Year in Review video packages and live performances from some of the world's most popular acts.

Salma Hayek, the first Latina to be nominated for a lead actress Academy Award for her role as Frida Kahlo in the film *Frida*, receives the Anthony Quinn Award for Industry Excellence for honoring her Latino heritage through her craft while making a significant contribution to the Latino community. Oscar De La Hoya is recognized with the Special Achievement in Sports Television award for the contributions he has made to advancing the Latino image in sports television and for paving the way for others to produce positive stories on Latino sports figures. Jimmy Smits and NCLR President and CEO Janet Murguía honor ALMA Awards Creator Raul Yzaguirre with the first-ever PepsiCo Adelante ALMA Award for his lifetime of service to the Latino community, including his 30-year tenure as NCLR President and CEO. Rita Moreno presents a special tribute in memory of the late Ricardo Montalban honoring his extraordinary film and television career and his efforts to overcome the negative image of Latinos in the entertainment industry.

Participating talent includes Antonio Banderas, Benjamin Bratt, Jordana Brewster, Cristían de la Fuente, Milka Duno, Selena Gomez, Mario Lopez, Jesse Metcalfe, Amaury Nolasco, Soledad O'Brien, Edward James Olmos, Justina Machado, Enrique Murciano, Efrén Ramirez, Roselyn Sanchez, Jamie-Lynn Sigler, Jimmy Smits, Lauren Vélez, Sofía Vergara, and Kat Von D.

Musical performances include Shakira, David Archuleta, Nelly Furtado, Sean Kingston, and Pitbull.

For more than 40 years, NCLR has been promoting the advancement of Latino families in this country, creating opportunities and opening doors. The NCLR ALMA Awards presentation is an integral part of the mission: a national prime-time ABC Network entertainment special with a cause—to show how diversity strengthens our country and inclusion strengthens the entertainment industry.

The show is presented with the support of sponsors and advertisers. PepsiCo is the show's Title Sponsor. Gold Sponsors include Pepsi, Doritos, Gatorade, Quaker, Target, AT&T, Johnson & Johnson, Comcast, and Tropicana. Silver Sponsors include Prudential, ConAgra Foods, Verizon, State Farm Insurance Companies, McDonald's, L'Oreal, and the Walt Disney Company.

This year, the executive producers are Bob Bain, Janet Murguía, David Chavez, and Eva Longoria Parker.

The 2009 Special Achievement award recipients are listed below:

Anthony Quinn Award for Industry Excellence – Salma Hayek

Special Achievement in Sports Television – Oscar De La Hoya

PepsiCo Adelante ALMA Award – Raul Yzaguirre

Fashion Icon – Jessica Alba

Year in Film – Actor – John Leguizamo (*Nothing Like the Holidays*)

Year in Film – Actress – Penelopé Cruz (*Vicky Cristina Barcelona*)

Year in Television – Drama Actor – Benjamin Bratt (*The Cleaner*, A&E)

Year in Television – Drama Actress – Lauren Vélez (*Dexter*, Showtime)

Year in Television – Comedy Actor – Oscar Nuñez (*The Office*, NBC)

Year in Television – Comedy Actress – Selena Gomez (*Wizards of Waverly Place*, Disney Channel)

Year in Music – New Artist – David Archuleta

Year in Music – Dance Recording – “I Know You Want Me (Calle Ocho)” - Pitbull

Year in Documentaries – Latino Public Broadcasting (LBP)

Year Behind the Scenes – Makeup – Jeanne Van Phue (*Twilight*)

Year Behind the Scenes – Hair Stylist – Mary Ann Valdes (*Twilight/Ugly Betty*)

Year Behind the Scenes – Writer – Rick Najera (*Nothing Like the Holidays*) Year Behind the Scenes – Director – Alfredo De Villa (*Nothing Like the Holidays*)

For more information visit www.almaawards.com
