



NEWS RELEASE

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THE 2008 ALMA AWARDS® ALL-STAR EVENT KICKS OFF HISPANIC HERITAGE MONTH WITH HOST EVA LONGORIA PARKER

Washington, DC – The 2008 NCLR ALMA (American Latino Media Arts) Awards celebrating the outstanding artistic achievements of Latinos in motion pictures, television and music, will air Friday, September 12, (8:00-10:00 p.m., EST) on ABC.

Television and film actress Eva Longoria Parker returns once again as executive producer and host of the telecast. The 2008 NCLR ALMA Awards will be taped on August 17 at the Pasadena Civic Auditorium.

“We are thrilled that this year’s broadcast of the NCLR ALMA Awards will kick off Hispanic Heritage Month,” said Janet Murguía, President and CEO of the National Council of La Raza (NCLR), the largest national Hispanic civil rights and advocacy organization in the United States.

“What better way is there to celebrate than with a star-studded showcase of Latino contributions to American culture?” Murguía continued. “We are also delighted to have Eva as our host once again. She’s talented and respected in the entertainment industry and a true champion for our community.”

“I am honored to produce and host the ALMA Awards with NCLR again,” said Longoria Parker. “Every year we build a stronger show with some of the most amazing talent and performers.”

The NCLR ALMA Awards Call for Entries has also been officially opened for the 2008 selection process. In addition to the nominated awards, a series of special achievement honors will be presented. Nominees will be announced at a live press conference on July 8.

The ALMA Awards was created by NCLR in 1995 as part of NCLR’s strategy to promote the diverse, accurate, and balanced portrayal of Latinos in the media and the enhancement of the Latino image in the entertainment industry. The show is an example of how inclusion strengthens the entertainment industry, just as diversity strengthens our country.

Visit www.almaawards.com for more information on the 2008 NCLR ALMA Awards. Following is the calendar of events:

ELIGIBILITY PERIOD:	January 1, 2007 - May 31, 2008
March 31	Rules and entry forms available online
June 6	Entry form deadline
July 8	Nominations announcement press conference
July 9	Online polling begins for awards selection
July 30	Online polling ends for awards selection
August 17	2008 NCLR ALMA Awards presentation (taping)
September 12	2008 NCLR ALMA Awards broadcasts on ABC, 8:00-10:00

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