



NEWS RELEASE

FOR IMMEDIATE RELEASE
July 21, 2008

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**THE 2008 ALMA AWARDS® HOST EVA LONGORIA PARKER AND
NCLR PRESIDENT AND CEO JANET MURGUÍA ANNOUNCE NOMINATIONS AND SHOW
HIGHLIGHTS, INCLUDING SPECIAL HONORS TO
SHAKIRA, LINDA RONSTADT, AND NARCISO RODRIGUEZ**

**Awards Show Kicks Off Hispanic Heritage Month September 12 on ABC with an
All-Star Showcase Celebrating Latino Contributions to the Entertainment Industry**

Universal City, CA – This morning on Wisteria Lane located on the Universal Studios back lot, NCLR President and CEO Janet Murguía, Eva Longoria Parker (*Desperate Housewives*), and Cristián de la Fuente (USA Network's *In Plain Sight* and ABC's *Dancing with the Stars*) announced nominees, performers, and special honorees for the 2008 NCLR ALMA Awards.

The 2008 NCLR ALMA Awards will tape August 17 at the Pasadena Civic Auditorium. The all-star event, which celebrates the outstanding artistic achievements of Latinos in motion pictures, television and music, will air **Friday, September 12** (8:00-10:00 p.m., ET), on the ABC Television Network.

Television and film actress, Eva Longoria Parker, returns once again as executive producer and host of the telecast. To date, confirmed performers and presenters include Black Eyed Peas, America Ferrera, Carlos Mencia, Jessica Alba, Adam Rodriguez, Enrique Murciano, Sofia Vergara, Cristián de la Fuente, Kate del Castillo, Pitbull, and Mariachi Los Camperos de Nati Cano. Special honors will be presented to Linda Ronstadt, Shakira, and Narciso Rodriguez whose work has impacted the entertainment industry and influenced American culture.

The two-hour special is presented by the National Council of La Raza (NCLR) – the largest national Hispanic civil rights and advocacy organization in the U.S. The annual ALMA (American Latino Media Arts) Awards recognizes and celebrates the outstanding artistic achievement of Latinos in film, television, and music. The ALMA Awards was created by NCLR in 1995 as part of its strategy to promote the diverse, accurate, and balanced portrayals 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.

The show is presented with the support of sponsors and advertisers. Confirmed Presenting Sponsors for 2008 include Chevy and Target. Gold Sponsors are AT&T, Johnson & Johnson, Frito-Lay/PepsiCo, and Prudential. Silver Sponsors include American Airlines, Bank of America, Bud Light, ConAgra Foods, M&M's, McDonald's, State Farm Insurance Companies, Verizon, and Wachovia. Key media partners for the 2008 ALMA Awards include our Gold Level partners AOL Latino and MTV3, and our Silver Level partner Latina Magazine.

This year, the executive producers are Michael Levitt, Janet Murguía, Eva Longoria Parker, and David Chavez. For more information on the 2008 NCLR ALMA Awards®, please visit www.almaawards.com.

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