

**FOR IMMEDIATE RELEASE**

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**SHAKIRA TO PERFORM AT THE 2009 NCLR ALMA AWARDS AND FIRST LADY MICHELLE OBAMA TO DELIVER A SPECIAL VIDEO MESSAGE**

*The 2009 ALMA Awards will air Friday, September 18 at 8:00 p.m. EDT on ABC*

**Los Angeles, CA**—NCLR (National Council of La Raza), the largest national Hispanic civil rights and advocacy organization in the United States, announced additional entertainers for this year's revamped NCLR ALMA Awards®, which will showcase Latino talent in more arenas than ever before. Shakira will perform her new single, "She Wolf," and Antonio Banderas will present Salma Hayek with the Anthony Quinn Award for Industry Excellence, Andy Garcia will present Oscar De La Hoya with an award for Special Achievement in Sports Television, and Jimmy Smits will present the PepsiCo Adelante Award to Raul Yzaguirre for his leadership, vision, and service to the Latino community.

The awards will highlight the importance of service in communities across America. First Lady Michelle Obama will deliver a special video message about community service and launch a new website designed to empower the Latino community.

Andy Garcia, Jordana Brewster, Jesse Metcalfe, Mario Lopez, Lauren Velez, Jamie-Lynn Sigler, John Leguizamo, Daisy Fuentes, and Cristián de la Fuente have all been added as presenters.

The show will feature a significant format change, with specially produced packages highlighting Latinos in the entertainment field. One of the Latino performers in each category will be honored for Special Achievement. Celebrities confirmed as presenters and performers are David Archuleta, Jake T. Austin, Benjamin Bratt, Jordana Brewster, Cristián de la Fuente, Oscar De La Hoya, Nelly Furtado, Daisy Fuentes, Andy Garcia, Joanna Garcia, Selena Gomez, Sean Kingston, Eva LaRue, John Leguizamo, Mario Lopez, Jesse Metcalfe, Rita Moreno, Enrique Murciano, Oscar Nuñez, Pitbull, Dania Ramirez, Efren Ramirez, James Roday, Adam Rodriguez, Michelle Rodriguez, Roselyn Sanchez, Jamie-Lynn Sigler, Sofia Vergara, Lauren Velez, Nadine Velazquez, Kat Von D, and Rainn Wilson.

The 2009 ALMA Awards will be hosted by Eva Longoria Parker and George Lopez. This year's Title Sponsor is PepsiCo. Gold Sponsors are AT&T, Comcast, Doritos, Gatorade, Johnson & Johnson, Pepsi, Quaker, Target, and Tropicana. Silver Sponsors include ConAgra Foods, L'Oreal Paris, McDonalds, Prudential, State Farm Insurance Companies, Verizon, and the Walt Disney Company. To date, the key media partners for the 2009 ALMA Awards include People en Español, AOL Latino, and SíTV.

To learn more about this year's ALMA Awards, please visit [www.almaawards.com](http://www.almaawards.com)

For more information, visit [www.nclr.org](http://www.nclr.org) | <http://www.facebook.com/nationalcounciloflaraza> |

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