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NCLR
NATIONAL COUNCIL OF LA RAZA

News Release
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FOR IMMEDIATE RELEASE

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NEW PRESENTERS INCLUDE DANNY TREJO, MICHAEL TREVINO, LAUREN VÉLEZ, AND TRISTAN WILDS

PITBULL TO PERFORM “RAIN OVER ME,” “PAUSE,” AND “SHAKE SENORA,” AND GLORIA ESTEFAN TO PERFORM SPECIAL RENDITION OF “WEPA”

NBC to televise prime-time special, co-hosted by Eva Longoria and George Lopez, airing on Friday, September 16 from 8:00 to 9:00 p.m. EDT

NEW YORK—Bolstering the packed all-star lineup, NCLR is pleased to announce that Pitbull and Gloria Estefan will perform at the 2011 NCLR (National Council of La Raza) ALMA Awards®. Danny Trejo, Michael Trevino, Lauren Vélez, and Tristan Wilds will also join the long list of stars who will present at the only English-language Latino awards show on television.

These stars join Jessica Alba, Maria Celeste Arraras, Jake T. Austin, Benjamin Bratt, Maria Canals-Barrera, Cote de Pablo, David Henrie, Eva La Rue, Mario Lopez, Oscar Nuñez, Michael Peña, Aubrey Plaza, and Naya Rivera as presenters for the show, which also will feature a live performance by Demi Lovato. The one-hour prime-time special airs on Friday, September 16 from 8:00 to 9:00 p.m. EDT on NBC.

The NCLR ALMA Awards show is dedicated to honoring the spirit and accomplishments of some of the most prolific Latinos in the entertainment industry, spanning music, television, and film. Co-hosted by Eva Longoria and George Lopez, the telecast will celebrate the entertainers who have upheld and promoted a socially proactive image of Hispanic culture in today’s media.

The executive producers of the ALMA Awards are Bob Bain, Eva Longoria, and Janet Murguía. NBCUniversal and its parent company Comcast, which have had a national partnership with

NCLR since 2006, play an instrumental role as creative partners and investors in the production of the awards show. In addition, PepsiCo is this year's Presenting Sponsor. Additional sponsors include Target, McDonald's, State Farm, Chevrolet, Comcast, AT&T, Bank of America, and Prudential.

Photos with Eva Longoria, George Lopez, and the show logo are available at NBC Media Village:

www.nbcumv.com/mediavillage/networks/nbcentertainment/2011nclralmaawards/photos.

To use these photos at no cost, please register for a login on Media Village by clicking the "Register" tab in the top right corner and following the instructions.

Promos and EPK: Please use the link below to access the EPK for the NCLR ALMA Awards.

Eva Longoria and George Lopez

Behind the Scenes Footage

<http://nbc.epk.tv/view/#/campaign/2011-nclr-alma-awards/>

For additional information, including announcements about the presenters and performers at this year's ceremony, please visit www.almaawards.com or follow the show on Twitter at #almaawards. For embeddable clips and full episodes from NBC shows, please visit NBC.com's official show site: www.nbc.com/shows.

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