

FOR IMMEDIATE RELEASE

Contact:

Julian Teixeira
(202) 776-1812
jteixeira@nclr.org

**EVA LONGORIA AND MARIO LOPEZ TO CO-HOST THE
“2014 NCLR ALMA AWARDS®”**

**Honorees Include Cast of “Orange is the New Black,” Guillermo del Toro,
the film “Cesar Chavez” and Pitbull**

Presenters include Zoe Saldaa, Michael Peña, Aubrey Plaza and José Diaz-Balart

**One-hour prime-time special to air LIVE on MSNBC and mun2
Friday, Oct 10 at 10 p.m. EST/7 p.m. PST**

LOS ANGELES—Acclaimed Latina actress, advocate and producer **Eva Longoria** will be gracing the stage once again with television personality and actor **Mario Lopez** to co-host the “2014 NCLR ALMA Awards.” The ground-breaking awards show will simulcast live on MSNBC and mun2 as a one-hour prime-time special on Friday, October 10, 2014, at 10 p.m. EST/7 p.m. PST, followed by “After the ALMAs with **Alex Wagner**,” live on MSNBC at 11 p.m. EST/8 p.m. PST.

The “2014 NCLR ALMA Awards” telecast—a National Hispanic Heritage Month event—celebrates America’s favorite Latinos in the entertainment industry, television, film and music. With programming on multiple platforms, the “mun2 All Access: Road to the ALMAs 2014 Special” hosted by **Melissa “Crash” Barrera**, featuring exclusive celebrity interviews, kicks off the ALMAs at 7 p.m. EST/4 p.m. PST. Telemundo.com will livestream the “NCLR ALMA Awards Pre-Show” hosted by **Yarel Ramos** (mun2) and **Jorge Bernal** (Telemundo, “*La Voz Kids*”) with additional Telemundo.com live digital coverage hosted by **Jessica Carrillo** (Telemundo, “*Al Rojo Vivo*”) and **Christian Acosta** (Latinogossip.com) at 9 p.m. EST/6 p.m. PST. The awards show and post-show will stream live on MSNBC.

In honor of the 15th edition of the NCLR ALMA Awards, NCLR is launching “ALMA’s 15/Los Quince,” a group of 15 “ambassadors” for the NCLR ALMA Awards. ALMA’s 15 will share unique moments from the past 15 shows as well as the value and impact ALMA is having through recognizing and celebrating diversity and inclusion in American entertainment and media. The cast of “Devious Maids,” including **Ana Ortiz**, **Judy Reyes**, **Edy Ganem**, **Maria Canals-Barrera** and **Gina Rodriguez**, and **Fatima Ptacek**, the voice of Dora the Explorer, will participate in a special presentation introduced by Telemundo and MSNBC News Anchor and Host **José Diaz-Balart**.

The “2014 NCLR ALMA Awards” honorees include:

- **Award for Industry Excellence: GUILLERMO DEL TORO presented by Zoe Saldana**
Credited with spearheading Latino stories and themes into mainstream media and known for his visual aesthetic touch, Guillermo del Toro is an exceptional director and producer. His diverse body of work

ranges from Spanish-language dark fantasy such as “The Devil’s Backbone” and “Pan’s Labyrinth” to action films such as “Hellboy,” “Hellboy II: The Golden Army” and “Pacific Rim.”

- **Special Achievement in Television: The Cast of “ORANGE IS THE NEW BLACK”** Selenis Leyva and Dascha Polanco will be honored for their riveting portrayals of characters Gloria Mendoza and Dayanara Diaz on Netflix’s critically acclaimed comedic drama “Orange is the New Black,” set in a women’s prison. This remarkably successful show, which just finished filming its third season, accentuates the work of its multicultural bevy of talented Latino actresses, whose roles have broken barriers and put human faces on the issues that confront those, including women of color, who are affected by our country’s criminal justice system.
- **Special Achievement in Film: “CESAR CHAVEZ”**
Recognized for its artistic achievements and sweeping impact in bringing the story of a Mexican American hero to the forefront, “Cesar Chavez” is honored for Special Achievement in Film. Directed by Diego Luna and featuring an all-star cast including Michael Peña, America Ferrera and Rosario Dawson, the film focuses on several of the most famous actions taken by Chávez and United Farm Workers, whose efforts helped win improved living and working conditions, contracts and better pay for farm workers.
- **Special Achievement in Music: PITBULL**
Pitbull’s incredible international successes and fierce work ethic confirm his well-earned title of “Mr. Worldwide” and this year’s honoree in music. Pitbull is also a generous supporter of education through his support of a charter school that focuses on athletics as a way to excite youth about education. With business, philanthropy and musical success, he transcends both genres and generations in his collaborations. Yet his music remains reflective and celebratory of his deep pride in his Latino heritage.
- **Special Tribute: 2014 Hispanic Recipients of the Congressional Medal of Honor presented by Michael Peña**
During National Hispanic Heritage Month, we are commending President Obama’s action to give long-overdue honors to servicemembers who fought heroically for our country, but were denied recognition at the time, with the Congressional Medal of Honor, the nation’s highest military award. Seventeen of the 24 members honored this past March are Latinos who served with remarkable valor and courage—even at the cost of their lives—in our nation’s military.

During the one-hour livestreamed pre-show, Charo, the flamboyant and unforgettable actress and comedienne who became a crossover star and household name when there were few Latinos on television, will be presented with the Ricardo Montalban Award for Lifetime Achievement. Legendary rock *en español* band Café Tacuba will receive the NCLR ALMA de Tú Mundo Award, a joint award presented by NCLR and Telemundo in recognition of the band’s 25th anniversary of fusing rock, language and culture in to a global alternative rock scene.

The special will be produced by Flavio Morales, Sergio Alfaro and John Ehrhard, executive producers of Latino-led Big Vida Entertainment. Also serving as executive producers are Longoria and Janet Murguía, President and CEO of NCLR. Kelly Brock serves as producer.

Advertising sponsors for this year’s show include Comcast, Chevrolet, ConAgra Foods, McDonald’s, Prudential, State Farm, and Wells Fargo. Target returns as the Red Carpet Sponsor. Encore presentations of the “2014 NCLR ALMA Awards” will air throughout Hispanic Heritage Month on mun2, and exclusive content will be available for Comcast Video On Demand and on Telemundo.com/ALMA.

For additional information, including announcements about the host, presenters and performers at this year's ceremony, visit www.almaawards.com or follow the show using our handle on **Twitter**: [@almaawards](https://twitter.com/almaawards), and on **Instagram**: [instagram.com/almaawards](https://www.instagram.com/almaawards), or with the hashtag #ALMA14.

About NCLR

NCLR—the largest national Hispanic civil rights and advocacy organization in the United States—works to improve opportunities for Hispanic Americans. The NCLR ALMA Awards presentation is an integral part of that mission: a national prime-time television network entertainment special with the cause of showing how diversity strengthens our country and how inclusion strengthens the American entertainment industry. For more information on NCLR, please visit www.nclr.org or follow along on [Facebook](#) and on [Twitter](#).

About Comcast Corporation

Comcast Corporation (NASDAQ: CMCSA, CMCSK) is a global media and technology company with two primary businesses, Comcast Cable and NBCUniversal. Comcast Cable is the nation's largest video, high-speed Internet and phone provider to residential customers under the XFINITY brand and also provides these services to businesses. NBCUniversal operates 30 news, entertainment and sports cable networks, the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures and Universal Parks and Resorts. Visit www.comcastcorporation.com for more information.

About MSNBC

MSNBC is the premier destination for in-depth analysis of daily headlines, insightful political commentary and informed perspectives. Reaching more than 95 million households worldwide, MSNBC offers a full schedule of live news coverage, political opinions and award-winning documentary programming—24 hours a day, seven days a week. Viewers can find more information on MSNBC's programming at www.tv.msnbc.com.

About mun2

NBCUniversal's Hispanic cable network mun2 offers a thrilling mix of original dramas, exclusive premium sports, blockbuster movies, must-see live events and strategic acquisitions. Mun2 is the home for current and unique content produced and presented for the fastest-growing audience, U.S. Hispanics. The network's content can also be found on its award-winning website, mun2.tv, and across various digital distribution platforms.

About Telemundo.com

Telemundo, a division of NBCUniversal Hispanic Enterprises and Content, is a world-class media company, leading the industry in the production and distribution of high-quality Spanish-language content across its multiplatform portfolio to U.S. Hispanics and audiences around the world. Telemundo's multiple platforms include the Telemundo Network, a Spanish-language television network featuring original productions, theatrical motion pictures, news and first-class sports events, reaching U.S. Hispanic viewers in 210 markets through its 16 owned stations, broadcast and MVPD affiliates; Telemundo Digital Media, which distributes Telemundo's original content across digital and emerging platforms including mobile devices and www.telemundo.com; an owned and operated full-power station in Puerto Rico that reaches 99% of all TV households in that DMA; and Telemundo Internacional, the international distribution arm that has positioned Telemundo as the second-largest provider of Spanish-language content worldwide by syndicating content to more than 100 countries in more than 35 languages.

###