

FOR IMMEDIATE RELEASE

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**THE 2014 NCLR ALMA AWARDS® WAS A STAR-STUDED
SHOWCASE OF AMERICA'S LATINO TALENT**

Special honors presented to Guillermo del Toro, the film "Cesar Chavez," the cast of "Orange Is the New Black," Charo, Daisy Fuentes, Café Tacvba and Pitbull

Featuring special segments by Al Madrigal, NCLR President and CEO Janet Murguía on the set of "Parks and Recreation" and performance by legendary rock band Café Tacvba

*One-hour prime-time special aired live on MSNBC
Friday, September 27 at 10 p.m. EDT/7 p.m. PDT*

LOS ANGELES—Leading Latina actress and activist **Eva Longoria** returned as co-host of the "2014 NCLR ALMA Awards," joined again by actor and television personality **Mario Lopez**. The barrier-breaking awards show, a National Hispanic Heritage Month event that celebrates America's favorite Latinos in the entertainment industry, television, film and music, sponsored by Comcast/NBCUniversal/Telemundo, was broadcast live on MSNBC as a one-hour prime-time special on Friday, October 10, at 10 p.m. EDT/7 p.m. PDT and will continue to feature complementary programming on mun2 and on digital platforms including Telemundo.com.

This being the 15th edition of the ALMAs, NCLR launched "ALMA's 15/Los Quince," a group of 15 "ambassadors" for the NCLR ALMA Awards. ALMA's 15 shared 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 NCLR ALMA Awards is a one-of-a-kind tribute to the spirit of Latinos in television, film and music," said NCLR President and CEO Janet Murguía. "The ALMA Awards represent and highlight the countless contributions Latinos make to the entertainment industry and to our communities. I want to applaud and thank our broadcast partner Comcast Corporation for working with NCLR to shine a light on the impact of our community's talent in entertainment, and also for their commitment to sharing our stories to diverse audiences. We are grateful to the incredible talent who came out this evening to help us celebrate our shared Hispanic heritage."

This year's show featured a lively performance by **CAFÉ TACVBA**, the world's most influential Latin alternative band. A moving tribute was given to the 2014 Hispanic recipients of the Congressional Medal of Honor, featuring surviving honoree Sergeant Santiago J. Erevia. Murguía was featured in a special segment broadcasted from the set of the NBC hit show "Parks and Recreation" with Aubrey Plaza.

"Comcast/NBCUniversal/Telemundo is proud of our continued partnership with the 2014 NCLR ALMA Awards, said David Cohen, Executive Vice President, Comcast Corporation. "This year's live simulcast on MSNBC and mun2, the All Access Red Carpet Special and After the ALMAs with Alex Wagner and José Díaz-Balart are a celebration of the achievements and contributions of Latinos in the arts and entertainment industry during Hispanic Heritage Month. Our commitment to advancing Latinos in front of and behind the camera is strong, and we hope that these positive images and stories inspire the next generation of Latino artists and entertainers."

In keeping with the theme of connecting celebrities to causes, celebrity guests were asked to participate in several initiatives, including tweeting about NCLR's top priority of mobilizing the Latino vote for the November 4 election, pledging to end child hunger #childhunger and recording a PSA to raise awareness about the need to invest in education instead of prisons #dothemath.

The "2014 NCLR ALMA Awards" honorees this evening included:

- Anthony Quinn Award for Industry Excellence: **GUILLERMO DEL TORO**
- Special Achievement in Television: **The Cast of "ORANGE IS THE NEW BLACK"**
- Special Achievement in Film: **"CESAR CHAVEZ"**
- Special Achievement in Music: **PITBULL**

Additional awards were given to the following:

- Outstanding Commitment to Cause and Community: **TONY GONZALEZ**
- NCLR ALMA Vanguard Award: **DAISY FUENTES**
- Ricardo Montalban Award for Lifetime Achievement: **CHARO**
- NCLR ALMA de Tu Mundo: **CAFÉ TACVBA**

Presenters included:

Rafael Amaya
Tom Arnold
Stephanie Beatriz
Terry Crews
Jorge Bernal
José Díaz-Balart
Daisy Fuentes
Melissa Fumero
Jorge Gutierrez
Enrique Iglesias
Mia Maestro
Ron Perlman

Michael Peña
Aubrey Plaza
Yarel Ramos
Robert Rodriguez
Bryan Singer
Zoe Saldña
Alexa Peña Vega

ALMA's 15

1. Christian Acosta
2. Maria Canals Barrera
3. Jessica Carrillo
4. Cast of "Devious Maids" (Ana Ortiz, Judy Reyes, Edy Ganem)
5. Daisy Fuentes
6. Jesse Garcia
7. Jorge Gutierrez
8. Constance Marie
9. Michael Peña
10. Alexa Peña Vega
11. Fatima Ptacek
12. Gina Rodriguez
13. Robert Rodriguez
14. Jacob Vargas
15. Wilmer Valderrama

The 2014 NCLR ALMA Awards telecast—a National Hispanic Heritage Month event—celebrated America's favorite Latino talents in the entertainment industry, television, film and music. The special was produced by Flavio Morales, Sergio Alfaro and John Ehrhard, executive producers of Latino-led Big Vida Entertainment. Longoria and Murguía also served as executive producers. Kelly Brock, Delia de la Vara and Leroy Martinez are producers.

Advertising sponsors for this year's show included Comcast, Chevrolet, ConAgra Foods, McDonald's, Prudential, State Farm and Wells Fargo. Target returned 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 On Demand and on Telemundo.com/ALMA.

For additional information, including announcements about the host, presenters, attendees 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.

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