

MEDIA ALERT

TO: ALL MEDIA
DATE: August 14, 2012
FROM: Geraldine Galue
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The Latin American Association *Celebrates 40 Years of Passion and Purpose* with the 24th Annual Latin Fever Ball during Hispanic Heritage Month

ATLANTA (August 14, 2012) – The Latin American Association (LAA) is celebrating its 40th Anniversary with the Latin Fever Ball on September 29th, 2012 at the Intercontinental Hotel in Buckhead.

The theme “**Celebrating 40 Years of Passion and Purpose**” reflects on the service the non-profit organization has been providing to thousands of families in Georgia over the last four decades. From inspiring youth academic achievement to helping women and children escape situations of domestic violence; empowering families with English lessons, employment readiness and career development programs, the LAA is an invaluable asset to helping Latino families have access to resources, education, and opportunities.

The Latin Fever Ball is the highlight of Hispanic Heritage Month in Georgia and the major fundraising event for the LAA. This year, the gala is presented by UPS, a long-time partner of the organization. Rudy Beserra, Executive Vice President for Hispanic Affairs for The Coca-Cola Company, and his wife Lois are the 2012 Latin Fever Chairs.

The Latin Fever Guild is a devoted group of distinguished community volunteers who generously offer their time, resources and creativity to make the Latin Fever Ball a unique and exquisite event. The Guild includes Michelle Alvarez, Olga Cadena, Del Clark, Barbarella Diaz, Ricki Fairley, Enrique Dorta, Myrna Clemmons, Veronica Maldonado, Gigi Pedraza, Melissa Palacios, Teresa Torres and Annie York-Trujillo.

This black-tie affair includes the best live Latin music and entertainment, a live and silent auction and fine Latin cuisine. Over 600 attendees are expected to attend.

Sponsorship opportunities and individual tickets are available at www.thelaa.org. For more information, please contact Martha Perusek at mperusek@thelaa.org or 404-638-1819 or Geraldine Galue at ggalue@thelaa.org or 404-417-1892.

When: Saturday, September 29, 2012
7:00 p.m.

Where: InterContinental Hotel, Buckhead
3315 Peachtree Road NE
Atlanta, GA 30326

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Sponsors:

Presenting Sponsor: UPS; **Diamond-level sponsors:** The Coca-Cola Company, Delta Air Lines, Georgia Power, State Farm Insurance, Univision 34 Atlanta; **Platinum-level sponsors:** Diageo, Diaz Foods, The Home Depot, MundoHispanico; **Gold-Level Sponsors:** Chivas Regal, Cox Enterprises, Enrique Dorta, Fifth Third Bank, Gas South, Hartsfield-Jackson Atlanta International Airport, Turner Broadcasting System, Inc., Urology of Greater Atlanta; **Media Sponsors:** Atlanta Social Season Magazine, Real Atlanta Magazine, Telemundo Atlanta, Azteca Atlanta, El Patron 105.7 and WSB-TV.

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About The Latin American Association:

The Latin American Association helps Latino families achieve their aspirations for their academic, social and economic advancement. We accomplish this through direct programs and integrated community partnerships that focus on youth academic achievement, education and prevention, and services to families with urgent needs. The LAA offers employment, immigration and translation services, as well as programs for youth, computer classes, parenting classes, and English and Spanish language classes. Visit www.thelaa.org for more information.