

MEDIA ALERT

TO: ALL MEDIA

DATE: April 13, 2011

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Latin American Association Pays Tribute to Outstanding Community Leaders at the 22nd Annual Compañeros Awards Luncheon

What: The Latin American Association (LAA) will recognize leaders who live a legacy of change through giving and serving with purpose during the 22nd annual Compañeros Awards Luncheon, presented by The Coca-Cola Company.

When: Thursday, April 21, 2011 at 11:00 a.m.

Where: Georgia Aquarium | Oceans Ballroom
225 Baker Street | Atlanta, GA 30313

Who: **Rocio Woody** will receive the award for Outstanding Community Leadership, Service and Commitment. Woody is a community leader who serves in the areas of behavioral health and substance abuse services, prevention of domestic violence, and leadership programs for Latina women.

State Representative Pedro Marin will receive the award for Outstanding Public Service and Leadership. Rep. Marin is a strong voice for justice, opportunity and equality for all people, and works to eradicate gang violence while encouraging Latino youth to be future leaders.

UPS will be recognized for Exemplary Corporate Leadership. UPS is a worldwide leader in corporate philanthropy, and through its financial support and volunteer efforts, the company makes a true impact in Georgia's Latino community and community at large.

Rafael Romo of CNN International will be awarded for Media Excellence. Romo overcame many challenges early in life to become an Emmy-award winning journalist. He is passionate about mentoring young Latinos and encouraging them to explore future careers in journalism.

Juana del Toro will be honored with the Perseverance Award. Del Toro demonstrates strength, humility and true perseverance. After participating in the LAA's *Quiero Trabajar* employment program, she is now a business owner.

Sponsors: **Presenting Sponsor:** The Coca-Cola Company; **Diamond Sponsors:** Georgia Power; Univision 34 Atlanta; **Platinum Sponsors:** Delta Air Lines; Diaz Foods; The Latin Box; State Farm Insurance; Turner Broadcasting System, Inc.; UPS; **Gold Sponsors:** Active Production and Design, Inc.; AutoTrader.com; BB&T; Mia Images; MundoHispánico; Padres & Hijos; Páginas Amarillas de MundoHispánico

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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.