



## **Week-Long Celebration of Hispanic Culture Returns to New York City**

***The Second Annual Latin Media & Entertainment Week will showcase the talent,  
growth and diversity of Latin New York***

NEW YORK, September 26, 2011 – In Celebration of Hispanic Heritage Month, the Latin Media and Entertainment Commission (LMEC) announced that the Second Annual Latin Media & Entertainment Week (LMEW) will be taking place from Monday, October 3rd through Sunday, October 9th.

To kick-off the week-long celebration, LMEW will open with two Business Conferences (Hispanic Professionals Networking Group Entrepreneurs Conference and the CEO's Summit Conference) that will unite the leading Hispanic entrepreneurs, Media, Entertainment, Technology and Brands to exchange marketplace insights and best practices. The conferences will focus on providing the necessary skill sets and operational procedures to help small businesses grow, share and enhance a broader knowledge of industry's best practices and plan out ways to grow brands and maximize results in the marketplace.

The mission of the Latin Media and Entertainment Commission is to establish New York as the leading global economic Latin cultural center and destination. This year, the LMEC proudly releases the first "New York City: The Capital of Latin Media & Entertainment Fact Pack." It compares and contrast New York and other U.S. cities with large Latin populations. Moreover, it shows data pertinent to New York's Latin population growth, increased educational achievements, biculturalism and bilingualism, use of technology, an array of Latin cultural activities, and growing tourism. Because New York City has the greatest number of Hispanic-owned business and sales than any other city in the U.S. and with buying power increasing in the Latino population, New York is playing a greater role in investment and business opportunities.

"Latin Media and Entertainment Week is a great example of why New York City continues to be a thriving destination for Hispanic entrepreneurial and cultural leaders," said Mayor Bloomberg. "This year's line-up of diverse and exciting activities showcases the invaluable contributions of our growing Latino population and demonstrates the increasing confidence in our City's economy and our City's future."

"We recognize that business leaders wake up every morning thinking about digital and Hispanic as the two leading growth drivers in the U.S. and the second Annual Media & Entertainment Week will help us showcase the impact Hispanics are having in both of these sectors in New York and around the country," said Randy Falco, president & CEO of Univision Communications Inc. "For us at Univision we are extremely proud to once again highlight the growth, innovation and diversity that Hispanic media is driving."

"Telemundo's long-time commitment to nurturing the next generation of Latino leadership both in front of and behind the camera is in line with the LMEC's goals and mission to foster the growth of Hispanic businesses in the New York area," said Jacqueline Hernández, chief operating officer, Telemundo. "I am honored to represent Telemundo and participate in a week of activities that celebrates our Hispanic Heritage and supports the development of Hispanic business initiatives."



"I'm just so pleased to see such vibrant activities going on here in this Latin Cultural City, despite the tough economic times. What makes it so New York is that our Latin culture has crossed-over and appeals widely across the City; and to learn that Hispanic-owned businesses in NYC sold more than Hispanic businesses in any other city in the country is a testament to what New York City has to offer," said Mario L. Baeza, chairman, Latin Media and Entertainment Commission and founder and chairman Vme Media, Inc.

"New York City has solidified its standing as a major Latin hub for culture, media and entertainment. With the second LMEW, we're showing the world that the city offers a window of opportunity to explore, invest and tap into the large Latin market and the talent from the most dynamic and diverse Latin population in the U.S.," said Carlos Manzano, executive director of the LMEC.

The LMEW is an opportunity for all New Yorkers and visitors to enjoy great Latin events, some of which are open and free to the public. This year's activities will include art, music, comedy, theater, networking, business functions, and cultural events. For more information and a full calendar of all Latin Media and Entertainment Week events, please visit [www.nyc.gov/lmew](http://www.nyc.gov/lmew).

1. Twitter: <http://twitter.com/#!/nyclmew>
2. Facebook: <http://www.facebook.com/pages/Latin-Media-and-Entertainment-Week/122259604487271>
3. Flickr: <http://www.flickr.com/photos/nyclatinmedia/>
4. YouTube: <http://www.youtube.com/NYCLMEW>
5. Wordpress: <http://lmew.wordpress.com/>



#### **About the Latin Media and Entertainment Commission (LMEC)**

On October 28, 2003, Mayor Michael R. Bloomberg created the NYC Latin Media & Entertainment Commission (LMEC) by Executive Order No. 43. The LMEC advises the Mayor on business development and retention strategies for the Latin media and entertainment industry and works with City agencies to pursue the LMEC's goals. Through research and strategies, the LMEC develops initiatives to retain, recruit, and expand New York City's Latin media and entertainment productions, businesses, and jobs as well as to attract and host high-profile Latin entertainment productions and events in New York City. The Commission is made up of leaders from the Latin and mainstream media industry, community leaders from the nonprofit and cultural sectors, and leading executives from the financial, advertising, and real estate sectors. Commission members include Honorary Chairpersons, Jennifer Lopez and Robert De Niro; LMEC Chairman Mario Baeza, Chairman and CEO of the Baeza Group and Founder and Executive Chairman Vme Media, Inc.; and the Mayor's Advisor and Liaison to the Commission, Willie Colon. The heads of seven City agencies, under the direction of the Deputy Mayor for Economic Development, serve on the commission as ex officio members.