



***** INAUGURAL GALA *****

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REGGAETON PIONEER DON OMAR, AND NFL ALL-STAR TONY GONZALEZ OF THE KANSAS CITY CHIEFS ADDED TO ICONIC ROSTER OF PERFORMERS AT 2009 LATINO INAUGURAL GALA

Distinguished journalist Soledad O'Brien, and popular actress and celebrity host of the top rated Univision show, "Nuestra Belleza Latina," Giselle Blondet also added to dynamic line-up of guests

WASHINGTON, DC –The 2009 Latino Inaugural Gala committee announced today the participation of ground-breaking reggaeton artist, **Don Omar**, as well as NFL All-Star Tony Gonzalez of the Kansas City Chiefs among the slate of celebrated artists and entertainers confirmed to participate in the festivities taking place on Sunday, January 18, 2009 at Union Station (www.LatinoInauguralGala2009.org/tickets). These celebs join a long list of performers expected to appear at the gala, including: **Marc Anthony, Alejandro Sanz, Paulina Rubio, Rosario Dawson, Tony Plana, Wilmer Valderrama, Luis Guzman, War, Lila Downs, Cucu Diamantes & Yerba Buena, Angelica Vale, Elida Reyna, Michael Salgado, and Mariachi Los Camperos de Nati Cano.** *To receive the latest up-to-the minute updates on new entertainment/celebrity announcements and other breaking Latino Inaugural Gala news, please text "GALA" to 35328.*

CNN anchor, Soledad O'Brien, and Univision top rated celebrity host Gisele Blondet also confirmed their participation in the unique star-studded line-up at the gala. Tickets are expected to sell out (for more information on ticket sales, visit www.LatinoInauguralGala2009.org/tickets. Additional information on celebrity entertainment can also be found on this website).

"The Latino vote played a critical role in electing Barack Obama and now that influence is bringing together entertainers, celebrities and politicians to celebrate the accomplishments of our nation in the hope that all communities will work together to find real solutions to the challenges that Americans face," said Janet Murguía, NCLR President and CEO, and one of co-hosts of the event. Additional Co-Hosts of the event include the **Congressional Hispanic Caucus Institute (CHCI), the Congressional Hispanic Leadership Institute (CHLI), the League of United Latin American Citizens (LULAC), the Democratic National Committee Hispanic Caucus (DNC), and Voto Latino.**

The event has attracted some high-profile corporate partners, such as Time Warner, Inc., and DIRECTV Más, and Anheuser Busch, enthusiastic about supporting such a great cause and showcasing their collaborations with the Latino community.

"DIRECTV Más acknowledges the incredible strides Latinos in this country have made to become a political & economic force to be reckoned with," said John de Armas, vice president, WORLDDIRECT, DIRECTV, Inc. "As we celebrate the Presidential Inauguration and witness the amazing line-up of talent,

both artistic and political, it is clear that the Latino community's contributions to this country have made it the beacon of hope and opportunity that it is today. DIRECTV Más is honored to participate in this moment."

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"This is an exciting and historic time in our country," said Lisa M. Quiroz, Senior Vice President of Corporate Responsibility at Time Warner. "We are proud to celebrate this moment, to recognize the significant role played by Latinos in the election and to honor the Latino community's contributions to our nation."

"Anheuser-Busch is proud to sponsor this exciting event and to join with Latino community leaders and elected officials from across the country in celebrating the presidential inauguration," stated Mike Roche, vice president, Government Affairs for Anheuser-Busch. "We've been supporting the Latino community for more than 100 years and look forward to continuing our work together on issues of importance to our country."

All proceeds raised from the 2009 Latino Inaugural Gala will go to support the vision of creating a National Museum of the American Latino in Washington, D.C. This gala's beneficiary nonprofit, Friends of the National Museum of the American Latino, is dedicated to helping take the idea of such a museum from dream to reality.

While sponsorship opportunities are still available, many corporations have already partnered with the Latino Inaugural Gala's co-hosts to help ensure the most successful event possible. Some of these corporate partners include Western Union, Comcast, DIRECTV Más, Prudential, Time Warner Inc., Anheuser-Busch, Microsoft, IBC Bank, and Kraft.

Tickets are on sale now for \$200 each and can be purchased on-line at www.LatinoInauguralGala2009.org/tickets. Tickets are sold on a first-come first-serve basis. Information on sponsorship opportunities is also available on the gala website. For any additional questions regarding sponsorship opportunities for the Latino Inaugural Gala, please contact Maria Cardona at mcardona@deweysquare.com. *To receive the latest up-to-the minute updates on new entertainment/celebrity announcements and other breaking Latino Inaugural Gala news, please text "GALA" to 35328.*

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