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MAYOR BLOOMBERG ANNOUNCES WEEKLONG CELEBRATION OF HISPANIC CULTURE

Latin Media & Entertainment Week Starts Tomorrow

Mayor Michael R. Bloomberg today announced Latin Media & Entertainment Week, a collection of art, music, networking, business functions, and cultural events across the City, with an estimated economic impact of \$3 million. The Latin Media and Entertainment Commission (LMEC) has coordinated a week full of events that capture the heart, essence, and diversity of New York's Hispanic culture. Latin Media & Entertainment Week will kick off on October 4 with an opening reception, which includes guests Deputy Mayor of Economic Development Robert Steel; Deputy Mayor of Legal Affairs Carol Robles-Román; Chairman and Founder of Vme Media, Inc. Mario Baeza, Miss Universe 2010 Ximena Navarrete; CEO of Univision Joe Uva; Chief Operating Officer for Telemundo Communications Group Jacqueline Hernandez; Chief Revenue Officer of CNBC Tom O'Brien; CEO of Loews Hotels Jonathan Tisch; Recording Artist and Producer Willie Colón; and many other prominent CEOs, executives and City commissioners.

"Latin Media and Entertainment Week highlights all the exciting and diverse Hispanic business and cultural activities in our City," said Mayor Bloomberg. "All of our major industries are enriched by the many contributions of our Latino communities. The Latin Media and Entertainment Commission works to ensure that these relationships, which are all vital to our City's economy and well being, continue to thrive."

"We hope New Yorkers are as excited as we are to launch the first-ever Latin Media & Entertainment Week as part of Hispanic Heritage Month celebration," says Carlos Manzano, executive director of the LMEC. "Not only will Latin Media and Entertainment Week have a strong economic impact and enhance the diverse cultural life of New York, but it will also play a significant role in years to come as Latinos continue to forge their invaluable cultural contributions."

With an estimated economic impact of \$3 million, the first-ever Latin Media & Entertainment Week will establish New York as a strong economic Latin cultural center and destination as well as enhance the City's diverse cultural life. The 40-member LMEC reinforces New York's role as the leading hub for Hispanic media and entertainment, and has established collaborations with organization leaders across a span of industries to coordinate the weeklong celebration of the Hispanic culture. The Latin Media & Entertainment Week brings together a series of events that will provide opportunities for entrepreneurs to network and communicate to the world that New York is the top destination and center for Latin media and entertainment.

Latin Media & Entertainment Week is an opportunity for all New Yorkers and visitors to enjoy many open and free events, take advantage of discounted tickets, and network with business leaders at the CEOs Summit Convergence 2010 and other business functions. For more information and a full calendar of all Latin Media and Entertainment Week events, please visit www.nyc.gov.

About the Latin Media and Entertainment Commission

On October 28, 2003, Mayor Bloomberg created the NYC Latin Media & Entertainment Commission 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 Colón. The heads of seven City agencies, under the direction of the Deputy Mayor for Economic Development, serve on the commission as ex officio members.

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