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## NFL, HISPANIC HERITAGE FOUNDATION AND BUD LIGHT LAUNCH NFL HISPANIC HERITAGE LEADERSHIP AWARDS

Presented by Bud Light, 32 Hispanic Leaders Recognized During Hispanic Heritage Month in Every NFL Market

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Washington, DC [CapitalWirePR] September 28, 2011 – The NFL, Hispanic Heritage Foundation (HHF) and Bud Light have partnered to launch the NFL Hispanic Heritage Leadership Awards Presented by Bud Light during the 2011 celebration of Hispanic Heritage Month. The awards recognize the contributions of Hispanic leaders in each NFL market. Each award recipient will be recognized in-stadium at a Hispanic Heritage game in their local market.

Several of the recipients attended and were recognized during HHF's prestigious 25<sup>th</sup> Hispanic Heritage Awards at the Kennedy Center in Washington, D.C. for Hispanic Heritage Month. The Hispanic Heritage Awards honor notable Latinos who have distinguished themselves in various fields and made an impact on America and globally. The Awards are considered the highest honor by Hispanics for Hispanics in America and serve to kick off HHF's year-round leadership programs. (Visit [www.TheHispanicHeritageAwards.com](http://www.TheHispanicHeritageAwards.com).)

With support from Bud Light, each award recipient will select an organization of their choice that serves the local Hispanic community to receive a \$2,000 donation. Bud Light has been a longtime supporter of the Hispanic community and has contributed more than \$64 million to Hispanic organizations since 1982.

"Together with the Hispanic Heritage Foundation and Bud Light, we are proud to recognize a leader in each NFL market during Hispanic Heritage Month," said Peter O'Reilly, NFL vice president of fan strategy and marketing. "We are excited to honor individuals who are an inspiration in their local Hispanic communities, as well as give them an opportunity to assist an organization that is important to them with a donation."

"We are thrilled to partner with the NFL and Bud Light to honor Hispanic leaders who are making an impact on communities across America," said Jose Antonio Tijerino, President and CEO of HHF. "It is important to highlight their leadership not only in traditional Latino regions but also in the burgeoning areas. The NFL and Bud Light ensured that beyond the recognition there was community investment through the donations. There is no better way to celebrate Hispanic Heritage Month than to make a difference in the Latino community."

"Bud Light is recognizing 32 great leaders with this award," said Margarita Flores, vice president of community affairs for Anheuser-Busch. "We applaud all the recipients for their work in making a difference in and improving their local communities."

Working with **The Raben Group** – a D.C.-based government affairs and communications firm with a long history of work with Hispanic non-profits and advocacy campaigns – the Hispanic Heritage Foundation combed through numerous deserving Latino leaders across the NFL markets making a positive impact.

The 2011 NFL Hispanic Heritage Leadership Awards recipients are:

TEAM	AWARD RECIPIENT
<b>Arizona Cardinals</b>	Anthony Robles: NCAA champion wrestler for Arizona State University, despite being born with only one leg.
<b>Atlanta Falcons</b>	Rudy Beserra: Vice President of Latin Affairs, Coca Cola Company.
<b>Baltimore Ravens</b>	Luis Borunda: Founder and President, USHYEE.
<b>Buffalo Bills</b>	Ralph Hernandez: President and West District representative for the Buffalo Board of Education.
<b>Carolina Panthers</b>	Andrea Bazán: one of North Carolina's leading advocates for Hispanic and Latino causes.
<b>Chicago Bears</b>	Juan Rangel: CEO of the United Neighborhood Organization.
<b>Cincinnati Bengals</b>	Fernando Aguirre: Chairman and CEO of Chiquita Brands International.
<b>Cleveland Browns</b>	Stephanie Mercado: Executive Director of the Northeast Ohio Hispanic Chamber of Commerce.
<b>Dallas Cowboys</b>	Adelfa Callejo: Partner at Callejo and Callejo. First Hispanic woman to graduate from the SMU Dedman School of Law.
<b>Denver Broncos</b>	Mario Carrera: An accomplished senior executive with top rated media sales, television, radio and online properties.

<b>Detroit Lions</b>	Harvey Santana: Member of the Michigan House of Representatives, representing the Detroit-based 10 <sup>th</sup> district.
<b>Green Bay Packers</b>	Ricardo Diaz: Executive Director of the United Community Center.
<b>Houston Texans</b>	Benny Agosto: Partner with Abraham, Watkins, Nichols, Sorrels, Agosto & Friend. President of the Hispanic National Bar Association.
<b>Indianapolis Colts</b>	Henry L. Fernandez: Executive Director of USA Funds.
<b>Jacksonville Jaguars</b>	Edith A. Perez, M.D.: Deputy Director of Mayo Clinic Cancer Center.
<b>Kansas City Chiefs</b>	Cici Rojas: Vice President of Community Engagement at the Truman Medical Center.
<b>Miami Dolphins</b>	Dr. Pedro José Greer: Founder of the Camillus Health Concern. Assistant Dean of Academic Affairs at the Florida International University School of Medicine.
<b>Minnesota Vikings</b>	Ramon Leon: Founding President/CEO of Latino Economic Development Center.
<b>New England Patriots</b>	Alejandra St. Guillen: Executive Director of ¿Oiste? The Latino Civic Education Initiative.
<b>New Orleans Saints</b>	Anna Frachou: Interim Executive Director of Puentes New Orleans.
<b>New York Giants</b>	Lillian Rodríguez López: President of the Hispanic Federation.
<b>New York Jets</b>	Ricardo Fernández: President of Lehman College.
<b>Oakland Raiders</b>	Michael Torres: Principal, CEO and portfolio manager at Adelante Capital Management.
<b>Philadelphia Eagles</b>	Angel Cruz: Member of the Pennsylvania House of Representatives, representing the Philadelphia-based 180 <sup>th</sup> district.
<b>Pittsburgh Steelers</b>	Victor Diaz: President of Videotek Construction. CEO of the Pittsburgh Metropolitan Area Hispanic Chamber of Commerce.
<b>St. Louis Rams</b>	Col. Jaime Torres: U.S. Air Force
<b>San Diego Chargers</b>	Ruben Barrales: President and CEO of the San Diego Regional Chamber of Commerce.
<b>San Francisco 49ers</b>	Oscar and Marco Garcia: Co-founders of Mesa de la Comunidad.
<b>Seattle Seahawks</b>	Roberto Maestas: Co-founded El Centro de La Raza and served as director for 36 years.
<b>Tampa Bay Buccaneers</b>	Francisco J. Sánchez: Under Secretary for International Trade at the U.S. Department of Commerce.
<b>Tennessee Titans</b>	Renata Soto: Co-founder and Executive Director of Conexión Américas.
<b>Washington Redskins</b>	Guillermo Enrique Lopez: Senior Manager, Sponsorships and Customer Events, Verizon.

#### **About Anheuser-Busch:**

Based in St. Louis, Anheuser-Busch is the leading American brewer, holding a 48.3 percent share of U.S. beer sales to retailers. The company brews the world's largest-selling beers, Budweiser and Bud Light. Anheuser-Busch also owns a 50 percent share in Grupo Modelo, Mexico's leading brewer. Anheuser-Busch is a major manufacturer of aluminum cans and has been a leading aluminum recycler for more than 30 years. The company is a wholly-owned subsidiary of Anheuser-Busch InBev, the leading global brewer, and continues to operate under the Anheuser-Busch name and logo. For more information, visit [www.anheuser-busch.com](http://www.anheuser-busch.com)

#### **About the Hispanic Heritage Foundation:**

Since 1987, the Hispanic Heritage Foundation (HHF) has inspired, identified, prepared and positioned Latino leaders. There call to action is to "help a Latino help a hundred more." Please visit [www.HispanicHeritage.org](http://www.HispanicHeritage.org) for more information.

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