

FOR IMMEDIATE RELEASE

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LOS ANGELES—NCLR (National Council of La Raza) announced Comcast NBCUniversal Telemundo as the Official Broadcast Partner of the “2014 NCLR ALMA (American Latino Media Arts) Awards®” LIVE on MSNBC. This year’s broadcast will air on Friday, Oct. 10 at 10:00 p.m. ET/7:00 p.m. PT in association with BIG VIDA Entertainment.

“The ALMA Awards is a proud tradition for NCLR and we’re excited to continue our strong partnership with Comcast NBCUniversal,” said Janet Murguía, ALMA Awards Executive Producer and President and CEO of NCLR. “This awards ceremony recognizes the impact Latinos are making in the entertainment industry and highlights incredible stories of how these celebrities use their national and global platforms to raise awareness of the causes important to them and the Latino community.

“Comcast NBCUniversal Telemundo is thrilled to be the Official Broadcast Partner for the 2014 NCLR ALMA Awards,” said David L. Cohen, Executive Vice President of Comcast Corporation. “We are proud of our partnership with NCLR and consider the ALMA Awards a highlight of our Hispanic Heritage Month celebration across our on-air, on-demand and digital platforms.”

The telecast will air during National Hispanic Heritage Month and celebrate the contributions of Latinos in the entertainment industry, highlighting the year’s outstanding achievements with tributes to career excellence and outstanding philanthropy, as well as inspiring musical performances and acts. The special will be produced by Flavio Morales, Sergio Alfaro and John Ehrhard, executive producers of Latino-led BIG VIDA Entertainment. Also serving as executive producers are actress/activist Eva Longoria and Janet Murguía.

“We’re extremely grateful to NCLR and MSNBC for bringing back BIG VIDA to produce the 2014 NCLR ALMA Awards,” says Alfaro. “We are proud of the direct role we had in helping NCLR move in a new direction with the show, and we saw the positive impact on MSNBC’s viewers. Latino media is exploding and ALMA is hitting a milestone this year. We look forward to working with our partners to help raise the bar once more for the viewers.”

The barrier-breaking awards show is the only nationally televised prime-time English-language program celebrating Latino contributions to entertainment and media. Last year’s recipients included director Robert Rodriguez, musician Carlos Santana and actress Rosario Dawson. Eva Longoria and TV personality Mario Lopez hosted.

On-air programming for the 2014 NCLR ALMA Awards will include:

- “2014 NCLR ALMA Awards” LIVE broadcast of a one-hour awards special:
Friday, Oct. 10 at 10:00 p.m. ET/7:00 p.m. PT on MSNBC
- “After the ALMAs” LIVE broadcast of a one-hour news special on issues affecting the Latino community hosted by MSNBC’s Alex Wagner with Janet Murguía and others:
Friday, Oct. 10 at 11:00 p.m. ET/8:00 p.m. PT on MSNBC

Fans will access related programming including the “2014 NCLR ALMA Awards All Access Red Carpet Special” with performers, presenters, hosts and honorees on the red carpet as well as encore presentations of the “2014 NCLR ALMA Awards” throughout Hispanic Heritage Month on mun2. Exclusive celebrity interviews and behind-the-scenes footages will be available for Comcast Video on Demand and on Telemundo.com/ALMA.

“This year NCLR also celebrates our 15th broadcast of the ALMA Awards,” Murguía added. “While we have honored many icons in America’s entertainment and pop culture, I am amazed by the deep pool of talent from the Latino community we have yet to recognize. I have no doubt that the 2014 NCLR ALMA Awards will bring together another tremendous, star-studded showcase.”

For additional information, including announcements about the host, presenters and performers at this year’s ceremony, visit www.almaawards.com, use the handle [@almaawards](https://twitter.com/AlmaAwards) on Twitter, and visit [instagram.com/almaawards](https://www.instagram.com/almaawards) or use hashtag #ALMA14 on Instagram.

About NCLR

NCLR—the largest national Hispanic civil rights and advocacy organization in the United States—works to improve opportunities for Hispanic Americans. The NCLR ALMA Awards presentation is an integral part of that mission: a national prime-time television network entertainment special with a cause—to show how diversity strengthens our country and how inclusion strengthens the American entertainment industry. For more information on NCLR, please visit www.nclr.org or follow along on [Facebook](#) and on [Twitter](#).

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA, CMCSK) is a global media and technology company with two primary businesses, Comcast Cable and NBCUniversal. Comcast Cable is the nation's largest video, high-speed Internet and phone provider to residential customers under the XFINITY brand and also provides these services to businesses. NBCUniversal operates 30 news, entertainment and sports cable networks, the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures and Universal Parks and Resorts. Visit www.comcastcorporation.com for more information.

About MSNBC

MSNBC is the premier destination for in-depth analysis of daily headlines, insightful political commentary and informed perspectives. Reaching more than 95 million households worldwide, MSNBC offers a full schedule of live news coverage, political opinions and award-winning documentary programming – 24 hours a day, 7 days a week. Viewers can find more information on MSNBC's programming at www.tv.msnbc.com.

About BIG VIDA Entertainment

BIG VIDA Entertainment is a full service production company creating content in English and Spanish to serve the fast-growing U.S. Latino and international markets. Launched in 2013 by John Ehrhard, CEO of Pink Sneakers Productions, BIG VIDA is led by experienced TV producers Sergio Alfaro, President, and Peabody Award winner Flavio Morales, Executive Vice President. The company's first show was the 2013 NCLR ALMA Awards®, which was a success and prompted NCLR to bring back the Latino-led BIG VIDA team to produce the 2014 edition. BIG VIDA looks to serve the diverse Latino audiences with different genres, from reality and scripted, to live events, long and short form content. BIG VIDA is about authenticity with the highest production values, regardless of the medium. The company is building on the experience and track record of its sister company PINK SNEAKERS PRODUCTIONS with offices in Orlando and Burbank. www.bigvida.com.

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