

FOR IMMEDIATE RELEASE
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**EVA LONGORIA AND MARIO LOPEZ TO CO-HOST THE
“2013 NCLR ALMA AWARDS®”**

Robert Rodriguez, Rosario Dawson and Carlos Santana to receive special tributes

Tony Plana and Wilmer Valderrama among honorees

*Jessica Alba, Alexa Vega, Gina Rodriguez, Rico Rodriguez, the cast of Devious Maids
and more to present*

*One-hour prime-time special to air LIVE on MSNBC
Friday, Sept. 27 at 10:00 ET/7:00 PT*

LOS ANGELES—Leading Latina actress and activist **Eva Longoria** (ABC’s *Desperate Housewives*) will return once again as co-host of the “2013 NCLR ALMA Awards,” joined this year by actor and television personality **Mario Lopez** (NBC’s *Extra*, FOX’s *The X Factor*). The barrier-breaking awards show will broadcast LIVE on MSNBC as a one-hour televised prime-time special on Friday, September 27, 2013, at 10:00 ET/7:00 PT. The awards show will also include complementary programming on MSNBC and mun2 and on digital platforms including mun2.tv and Telemundo.com.

The “2013 NCLR ALMA Awards” honorees include:

- **Anthony Quinn Award for Industry Excellence: ROBERT RODRIGUEZ**
Credited with reshaping the cultural landscape by integrating Latino faces, stories and themes into the mainstream with groundbreaking works such as *El Mariachi*, *From Dusk Till Dawn* and the *Spy Kids* franchise, **Robert Rodriguez** will be presented the Anthony Quinn Award for Industry Excellence by **Jessica Alba** (*Sin City*), who will be joined onstage by *Machete*’s **Tito Larriva** and *Spy Kids*’ **Daryl Sabara** and **Alexa Vega** as part of the special tribute. Actors **Cheech Marin**, **George Lopez** and **Danny Trejo** will also take part in the presentation.
- **Outstanding Commitment to Cause and Community Award: CARLOS SANTANA**

Music legend **Carlos Santana** will be recognized for his tireless advocacy for increased access to the arts, education and health care for underprivileged youth, as well as the fight against child poverty and suffering. A ten-time Grammy Award[®] winner and three-time Latin Grammy Award[®] winner, Santana is an emblem of success and altruism in the Latino community and worldwide.

- **Outstanding Commitment to Cause and Community Award: ROSARIO DAWSON**
The box-office darling **Rosario Dawson** (*Sin City*, *Men in Black*) will be recognized for distinction in service, where she matches her talents on the big screen with an equal passion for activism in the Latino community. Dawson supports the Lower East Side Girls Club, Voto Latino and other causes and charities that make a difference in the lives of women, protect the environment and have global impact.
- **Presenters also include: Jessica Alba** (*Sin City*, *Machete*), **Gina Rodriguez** (*Filly Brown*), **Rico Rodriguez** (*Modern Family*), the cast of NBC's new comedy *Welcome to the Family* (**Ricardo Chavira**, **Justina Machado**, **Fabrizio Zacharee Guido** and **Joseph Haro**) and the Latina-led cast of Lifetime's *Devious Maids* (**Roselyn Sanchez**, **Dania Ramirez**, **Judy Reyes**, **Ana Ortiz** and **Edy Ganem**).

In addition, the "2013 NCLR ALMA Awards" will feature three new segments, including a comedic segment with special guest **Al Madrigal** (*The Daily Show*), a social media segment with mun2's **Yarel Ramos** and **Crash** and a special performance segment featuring the young singer **Sebastien De La Cruz**, "*El Charro de Oro*" (*America's Got Talent*).

A special one-hour pre-show telecast will honor actor, writer and director **Tony Plana** with the Ricardo Montalban Award for Lifetime Achievement, actor **Wilmer Valderrama** with the Outstanding Social Activism Award and writer and producer **Nancy De Los Santos Reza** with the Outstanding Industry and Community Service Award.

The 2013 NCLR ALMA Awards telecast—a National Hispanic Heritage Month event—celebrates America's favorite Latinos in the entertainment industry, television, film and music. 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 Longoria and Janet Murguía, President and CEO of NCLR.

Fans will be able to view four on-air hours of related programming, in addition to online content that includes celebrity interviews and behind-the-scenes footage:

- Friday, September 27 at 10:00 p.m. ET/7:00 p.m. PT on MSNBC
"2013 NCLR ALMA Awards" LIVE broadcast of a one-hour awards special.
- Friday, September 27 at 11:00 p.m. ET/8:00 p.m. PT on MSNBC
Live broadcast of a one-hour news special on issues affecting the Latino community hosted by MSNBC's Alex Wagner with featured guests Janet Murguía and MSNBC contributor Maria Teresa Kumar.

- Saturday, September 28 at 4:00 p.m. ET on mun2
The “mun2 News Special *Hecho en America*” featuring Latinos who are changing politics, culture and business in the U.S., including actress Jessica Alba, Janet Murguía, Sen. Marco Rubio (R–Fla.), Girl Scouts of the USA CEO Anna Maria Chávez, comedian George Lopez, boxer Marlene Esparza and recording artist Christina Aguilera.
- Saturday, October 5 at 4:00 p.m. ET/3:00 p.m. CT on mun2
“2013 NCLR ALMA Awards All Access Red Carpet Special” featuring performers, presenters, hosts and honorees on the red carpet followed by mun2 rebroadcasts of the “2013 NCLR ALMA Awards.”

Advertisers returning for this year’s show include Target, Pepsi, Comcast, Wells Fargo, State Farm, Prudential and McDonald’s. Encore presentations of the “2013 NCLR ALMA Awards” will air throughout Hispanic Heritage Month on mun2, and exclusive content will be available for Comcast Video on Demand and on Telemundo.com/ALMA.

For additional information, including announcements about the host, presenters and performers at this year’s ceremony, visit www.almaawards.com or follow the show using our handle on **Twitter:** [@almaawards](https://twitter.com/almaawards) and on **Instagram:** [instagram.com/almaawards](https://www.instagram.com/almaawards), or hashtag #ALMA13.

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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](https://www.facebook.com/nclr) and on [Twitter](https://twitter.com/nclr).

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