

**FOR IMMEDIATE RELEASE**

September 26 2013

**Contact:**

Julian Teixeira  
(202) 776-1812  
jteixeira@nclr.org

*Special tributes include Robert Rodriguez, Rosario Dawson and Carlos Santana*

*Filly Brown, the cast of Dexter, Tony Plana and Wilmer Valderrama among honorees*

*Jessica Alba, Alexa Vega, Gina Rodriguez, Rico Rodriguez, Danny Trejo, the cast of Devious Maids, Daisy Fuentes, Diego Boneta, Melonie Diaz and Christina Milian to present*

*With special performances by Al Madrigal, Sebastien de la Cruz and Aloe Blacc featuring Grammy Award-winning Quetzal*

*Featuring a special appearance by Lady Gaga*

*One-hour prime-time special to air LIVE on MSNBC*

*Friday, September 27 at 10:00 p.m. ET/7:00 p.m. PT*

**LOS ANGELES**—Leading Latina actress and activist **Eva Longoria** (ABC's *Desperate Housewives*) will return as co-host of the "2013 NCLR ALMA Awards," joined this year by actor and television personality **Mario Lopez** (*Extra*, FOX's *The X Factor*). The barrier-breaking awards show will broadcast LIVE on MSNBC as a one-hour prime-time special on Friday, September 27, 2013, at 10:00 p.m. ET/7:00 p.m. PT. The awards show will also include complementary programming on MSNBC and mun2 and on digital platforms including mun2.tv and [Telemundo.com](http://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 receive the Anthony Quinn Award for Industry Excellence. The award will be presented by **Jessica Alba** (*Sin City*), who will be joined onstage by *Machete*'s **Tito Larriva** and **Danny Trejo** and *Spy Kids*' **Daryl Sabara** and **Alexa Vega** as part of the special tribute. **Lady Gaga**, **Cheech Marin** and **George Lopez** 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. 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 popular and acclaimed actress **Rosario Dawson** (*Men in Black II*, *Sin City*) 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.

• **Special Achievement in Film: FILLY BROWN**

Executive producer Edward James Olmos and director Michael D. Olmos, along with lead cast members Gina Rodriguez and Lou Diamond Phillips, will be on hand to accept this year's honor for **Special Achievement in Film** for the poignant Lionsgate film *Filly Brown* (2013). An inspiring and gritty portrait of a young artist striving to find her voice and seize her dreams without compromising her values, *Filly Brown* is propelled by the powerful Latino themes of family, integrity, honor and sacrifice that resonate universally. The award will be presented by past NCLR ALMA Award-winner Diego Boneta and Melonie Diaz (*Fruitvale Station*)

• **Special Achievement in Television: Cast of DEXTER**

**Lauren Vélez**, **David Zayas** and **Aimee Garcia** will be honored for their gripping portrayals of fan-favorite characters "Maria LaGuerta," "Angel Batista" and "Jamie Batista," respectively, on Showtime's critically acclaimed drama *Dexter* about "America's Favorite Serial Killer." The phenomenally successful show, which just bid adieu to its audiences after an eight-season run, highlighted these standout Latino talents whose roles have upended the boundaries of multicultural visibility today. The award will be presented by the Latina-led cast of Lifetime's *Devious Maids* (**Roselyn Sanchez**, **Dania Ramirez**, **Judy Reyes**, **Ana Ortiz** and **Edy Ganem**).

• **Presenters include: Jessica Alba** (*Sin City*, *Machete*), **Gina Rodriguez** (*Filly Brown*), **Rico Rodriguez** (*Modern Family*), **Daisy Fuentes** (Telemundo's *La Voz Kids*), **Diego Boneta** (*Fruitvale Station*), **Melonie Diaz** (*Fruitvale Station*), **Christina Milian** (NBC's *The Voice*), 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**).

*Billboard* chart-topping Latino recording artist **Aloe Blacc** and Grammy Award-winning Latin/funk/rock group **Quetzal** will take the stage for a show-stopping musical performance. House music will be provided by famed KCRW DJ **Raul Campos** and popular percussionist **Peter Michael Escovedo**.

In addition, the "2013 NCLR ALMA Awards" will feature three new segments, including a comedic segment with special guest **Al Madrigal** (*The Daily Show with Jon Stewart*), 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 Latino talents 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.”

Sponsors for this year’s show include Target, supporting the NCLR ALMA Awards for the sixth year. As an extension of their ongoing commitment to the Hispanic community and culture, Target is honored to once again be part of the celebration and recognition of Hispanic talent and contributions.

Other returning sponsors include Pepsi, Comcast, Wells Fargo, State Farm, Prudential, McDonald’s and General Motors.

Encore presentations of the “2013 NCLR ALMA Awards” will air throughout Hispanic Heritage Month on mun2, and exclusive content will be available through Comcast Video on Demand and on [Telemundo.com/ALMA](http://Telemundo.com/ALMA).

For additional information, including announcements about the hosts, presenters and performers at this year’s ceremony, visit [www.almaawards.com](http://www.almaawards.com). Follow the show on Facebook, Twitter and Instagram and with #ALMA13.

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