

*ESPIRITU DE PROGRESO LATINO CELEBRATES ASPIRATIONS AND ADVANCEMENT OF HISPANICS—THREE LOCAL NON-PROFIT PROGRAMS RECEIVE BOOST*

***Global Spirit Brands Celebrate The Latino Spirit of Progress With New Initiative Advancing Aspirations of Hispanics In NYC—Hispanic Federation, Latin-Tech and Mercy Center Bronx To Benefit***

(DATELINE) – ***Espíritu De Progreso Latino, the Latino Spirit of Progress***, a new community initiative that celebrates and supports the progress of Hispanics, will kick-off on January 15, 2008, in New York. This community-based program is designed to raise awareness of the challenges facing Hispanics as they strive to achieve their goals of prosperity and a better life for themselves and their families in this country.

Sponsored by three of the world's leading spirit brands, Chivas Regal Scotch, Malibu Rum and Stolichnaya Vodka, ***Espíritu De Progreso Latino*** aims to shine a spotlight on the issue of personal progress—consistently listed by U.S. Hispanics as one of their top concerns—by giving a financial boost to local NYC non-profit organizations that help Hispanics to achieve goals through positive programs focused on education, job training and career enhancement. Partnering organizations were selected through an evaluation process based on accountability and compatibility with the mission and goals of the program and program sponsors. Funding will be driven by community participation, across two markets, New York and Los Angeles.

The Hispanic Federation. Latin-Tech and Mercy Center Bronx have been selected as the local ***Espíritu De Progreso Latino*** beneficiaries for New York. The Hispanic Federation works with more than 90+Latin organizations to advance social and economic well-being, and serves more than two million Hispanics in the northeast. Latin-Tech works to close the technology gap by bringing computers and technology access/training to underserved Latinos; and Mercy Center Bronx empowers Latin women to reach their full potential by providing business and job training for Latinas.

“Each of these outstanding organizations has a track record for providing effective tools to help individual Hispanics achieve their dreams and touch the highest points of personal success; all are perfectly aligned with the mission at the heart of our program. At the same time, they reinforce our fundamental criteria for *success--* cultural pride and enhanced self-esteem,” says Bill Cherrie, Vice President of Multicultural Marketing for Pernod Ricard, parent company for the sponsoring brands.

“We are very excited to partner with these prestigious brands in organizing the Espiritu de Progreso Latino initiative, says Lillian Rodriguez-Lopez, President of the Hispanic Federation. “The Federation is an organization dedicated to promoting the advancement of Hispanic Americans and this unique project supports economic growth and career advancement through specialized training in cutting edge fields. **The work of both Mercy Center and Latin Tech is well respected and is making a real difference for Latino families.**”

***Community Participation Drives Program Success***

By design, ***Espíritu De Progreso Latino*** will engage the entire New York City community, substantially raising awareness, by linking the amount of funding to an online platform that invites individuals to share photos and stories depicting the accomplishment of Hispanics; including personal success or the achievements of

others. For each upload, Chivas Regal Scotch, Malibu Rum and Stolichnaya Vodka will make a cash donation to the partner charities on the list. Photos or images that personify the struggles or accomplishments of Hispanic men and women are welcome. There's no limit to the number of photos or stories an individual can upload, and everyone is invited to submit multiple times to generate maximum funds for the beneficiaries. The program will conclude in May highlighted by an outdoor exhibit showcasing a mosaic of the submitted photos.

Spokespersons for the exclusives brands, Chivas Regal Scotch, Malibu Rum and Stolichnaya Vodka, are calling on the entire New York area community to rally behind the program and its mission by uploading to <http://www.espiritudeprogresolatino.org>. The greater the community participation in New York, the more funds flow to the selected partner non-profits, and their programs.

"Through their rich contributions and accomplishments over the years, Latinos have significantly improved our communities, making New York City a better place to live, work and play," adds Cherrie. "The public can substantially help others by sharing their personal experiences that capture this indomitable spirit."

According to Carlos Santiago, President and CEO, Santiago Solutions Group, "Latinos in this country have a strong desire to attain the best possible living conditions and educational access for their families, often against great odds. ***Espíritu De Progreso Latino*** is designed to celebrate one of the most salient characteristic of the Hispanic community in New York—the drive and force to reach a better future."

For additional details, log onto <http://www.espiritudeprogresolatino.org>.

## **ABOUT HISPANIC FEDERATION**

The Hispanic Federation is a service-oriented membership organization that works with over 90 Latino health and human services agencies to promote the social, political and economic well-being of the Latino community.

The Federation's member agencies work in the areas of education, health, elderly services, child care, HIV/AIDS, housing, immigrant services, arts and culture, and economic development. Each year, these agencies serve millions of the northeast region's most underprivileged and vulnerable Latinos. [www.hispanicfederation.org](http://www.hispanicfederation.org).

## **ABOUT LATIN-TECH**

Latin Technologies Inc is a nonprofit organization founded in 2002 by Rodolfo Herrera who, recognizing the lack of Hispanic and minority participation in the field of technology, set about to train and educate individuals in order to foster better employment and economic development. [www.latin-tech.org](http://www.latin-tech.org).

## **ABOUT MERCY CENTER, BRONX**

Mercy Center is a neighborhood center for women and families in the Mott Haven section of the South Bronx. Its mission is to provide educational, technical, human and

supportive services to women, parents and other family members, empowering them to reach their full human potential, lead meaningful lives, and be agents of change in their families and communities. [www.mercycenter.org](http://www.mercycenter.org).

## **ABOUT PERNOD RICARD USA**

Pernod Ricard USA, based in Purchase, N.Y., is a leading producer, importer and marketer of prized spirits and wine brands in the United States and is one of the fastest growing subsidiaries of the world's #2 spirits company and #4 wine company, Paris, France-based Pernod Ricard, S.A. The completion of Pernod Ricard's acquisition of Allied Domecq in 2005 vaulted Pernod Ricard USA to the forefront of the U.S. spirits market, doubling the company's sales value and market share. The company is now the third largest in the U.S. spirits industry by sales value and the fifth largest by sales volume in the U.S.

Pernod Ricard USA's leading brands include Kahlúa® Liqueur, Chivas Regal® Scotch Whisky, Seagram's Extra Dry Gin®, Malibu® flavored Rum, Stolichnaya® Vodkas, Jameson® Irish Whiskey, The Glenlivet® Single Malt Scotch Whisky, Wild Turkey® Bourbon, Beefeater® Gin, Hiram Walker™ Liqueurs and Martell™ Cognac, as well as Jacob's Creek® and Brancott Estate® wines, Perrier Jouët® Champagne, Mumm® Champagne and Mumm Napa™ wines, and Pernod® and Ricard® Liquors. Pernod Ricard USA urges all adults to accept responsibility when considering consuming alcoholic beverages.