



Hispanic PR Wire

## Latino Commission on AIDS to Host Country's Largest Fundraiser for Latino Cause

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Dennis deLeon, president of the Latino Commission on AIDS, announced the selection of three remarkable individuals to be honored at Cielo Latino, its annual gala on May 13, 2008, at Cipriani Wall Street. The Commission recognizes honorees for their commitment to the fight against AIDS, and distinguished contributions in HIV services, education, advocacy, research, medical treatment and prevention efforts.

"The support of our community this past year in the fight against HIV and AIDS has been incredible," said deLeon. "I commend each of our honorees for doing their part both on the corporate and the individual level. All it takes is one person to bring about change. Each time one person steps up, we come that much closer to saving lives and creating a world without AIDS."

The 2008 award recipients are Esperanza (Hope) Award: Arisa Batista Cunningham, Vice President, Global Diversity; Medical Devices & Diagnostics Group Worldwide, Johnson & Johnson; Business Leadership Award: Bill Roedy, Vice-Chairman, MTV Networks; Fuerza (Strength) Award: Mathilde Krim, Ph.D., Founding Chairman, amfAR.

Latino Commission on AIDS/Cielo Latino Honorees

Previous Cielo Latino honorees include Gael Garcia Bernal, Rosie Perez, Ricardo Chavira, Edward James Olmos, Cristina Saralegui and Carlos Ponce. Prudential Financial, Time Warner and Goya Foods are among the companies that have been recognized for their business leadership in support of the organization.

"Cielo Latino's mission of fighting the spread of HIV/AIDS in the Hispanic community is to be applauded," said Bill Roedy, Vice-Chairman, MTV Networks. "Their relentless efforts in spearheading health advocacy in the Latino community, promoting HIV education and developing prevention programs are exemplary, and I dedicate this award to them as well as the many young heroes involved in the fight. As MTV Network's Staying Alive campaign approaches its 10-year anniversary, I challenge all of us to do more. It's imperative that we use every platform and outlet available as our vaccine to educate our youth and alter the course of history."

Tickets for the event are on sale now and sponsorships are still available. For further information, please visit <http://www.latinoaids.org/cielo> or contact Elayne Monnens at 212-584-9318.

The Latino Commission on AIDS is a nonprofit membership organization founded in

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The Latino Commission on AIDS is a nonprofit membership organization founded in 1990 dedicated to fighting the spread of HIV/AIDS in the Latino community. The Commission realizes its mission by spearheading health advocacy for Latinos, promoting HIV education, developing model prevention programs for high-risk communities, and by building capacity in community organizations. The Commission is the leading national Latino AIDS organizations coordinating National Latino AIDS Awareness Day and other advocacy programs in more than 40 States and Puerto Rico.