

## **CHCI, Telemundo Announce Partnership to Promote Education, American Dream for Latinos**

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Washington, DC – The Congressional Hispanic Caucus Institute (CHCI) today announced its new strategic media partnership with Spanish-language broadcast network Telemundo. In celebration of Hispanic Heritage Month, Telemundo will roll out an exclusive public service announcement (PSA) campaign co-branded by CHCI, focused around CHCI's theme of "Celebrating History, Heritage and the American Dream." The campaign will air from September 19, 2010 to October 15, 2010.

The strategic partnership will also provide scholarships with an internship component for four CHCI-Telemundo Scholars for the 2010-2011 academic year at local Telemundo stations, becoming CHCI's first partner to focus on broadcast journalism students.

"We are very proud to announce this strategic partnership with one of the most respected organizations in the Hispanic community. Telemundo's mission to inform, empower, inspire and educate U.S. Hispanics is perfectly aligned with CHCI's mission to develop the next generation of Latino leaders," said Don Browne, President of Telemundo. "We have worked very hard to build a media company for the future, providing hundreds of jobs to talented Hispanics and developing talent on and off the screen. We look forward to continue working with CHCI and its Board to enrich the lives of Hispanics and provide them with the information and opportunities they need to fulfill the American dream."

"CHCI is excited to partner with Telemundo to promote CHCI and its work to develop Latino leaders on a national level," said Esther Aguilera, CHCI President & CEO. "We also look forward to creating new opportunities for young Latinos to hone their broadcast journalism skills working at Telemundo stations across the country."

### **About Congressional Hispanic Caucus Institute**

Congressional Hispanic Caucus Institute (CHCI), a nonprofit and nonpartisan 501(c)(3) organization, provides leadership development programs and educational services to students and young emerging leaders. The CHCI Board of Directors is comprised of Hispanic Members of Congress, nonprofit leaders and corporate executives. For more information, call CHCI at (202) 543-1771 or visit [www.chci.org](http://www.chci.org).

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**WHERE :**

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