



HISPANIC BUSINESS Salute 2011



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TELEMUNDO/KSTS-TV48 AND THE CALIFORNIA HISPANIC CHAMBERS OF COMMERCE OF THE NORTHERN REGION HONOR AND RECOGNIZE TEN BAY AREA LATINO BUSINESS LEADERS AT THE 2011 HISPANIC BUSINESS SALUTE

SAN JOSÉ, CA – January 26, 2011 - Telemundo/KSTS-TV48 and the California Hispanic Chambers of Commerce of the Northern Region have selected ten honorees to be recognized during the **16th Annual Hispanic Business Salute on Friday, April 1, 2011 at the Four Seasons Hotel in San Francisco.**

Every year, Telemundo/KSTS-TV48 and its sponsors recognize outstanding Bay Area Latino entrepreneurs at the Annual Business Salute. The gala event focuses on Hispanic owned businesses and their contributions to the Latino community by presenting a series of television vignettes that feature each honoree’s life experiences and their successes. Each year, during the Hispanic Business Salute, Telemundo 48 and its sponsors award scholarships to outstanding college bound Latino students. To date, more than \$350,000 in scholarships has been granted.

“Business leaders, sponsors and students will be honored during our Annual Hispanic Business Salute”, said Erika Díaz, Station Manager at Telemundo KSTS-TV48. “They represent the working spirit of our community and with their example they will inspire a new generation of Hispanic leaders”, concluded Mrs. Díaz.

The 2011 winners will be honored at the dinner and dance awards gala on April 1st at the Four Seasons Hotel in San Francisco. These are the 2011 Hispanic Business Salute honorees:

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| Alexandra Anderson | Alexandra Andersons Agency | Hispanic Chamber of Commerce of Silicon Valley |
| Martha Vaughan | Martha Vaughan Insurance Agency | Nicaraguan American Chamber of Commerce N. CA |
| Pedro Cáceres | Phoenix Digital Printing | San Mateo County Hispanic Chamber of Commerce |
| Paulo Cabezas Acosta | Eden Cubed, Inc. dba Mama Art Café | Salvadoran American Chamber of Commerce |
| Juvenal Chávez | Mi Pueblo Food Center | Hispanic Chamber of Commerce of Marin |
| Marisa Loza | Marisa Loza Immigration Services | Napa County Hispanic Chamber of Commerce |
| Juan M. Hernández | Mawson Computer Center | Hispanic Chamber of Commerce of Sonoma County |
| Pedro Reyes | Marin 1 Real Estate | Hispanic Business Chamber of Marin |
| Verónica Favela | Favela’s Fusion | Solano Hispanic Chamber of Commerce |
| Miguel A. Olivo | Olivo CPA | Cámara de Comercio y Agrupación de Comerciantes y Profesionales de S.J. |

This year’s sponsors include Wells Fargo, Scholarshare and Intel.

For more information and media interviews, please contact Maritza Medina at 408.944.4839.

Telemundo/KSTS- TV48 is an owned and operated station of Telemundo, a U.S. Spanish-language television network. Telemundo is the essential entertainment, news and sports source for Hispanics. Broadcasting unique national and local programming for the fastest growing segment of the U.S. population, Telemundo reaches 91% of U.S. Hispanic viewers through its 15 owned and operated stations, more than 32 broadcast affiliates with distribution to more than 450 cable systems in 118 markets.

