

# P R E S S   R E L E A S E

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**For Immediate Release**

## **Univision 65 and Taller Puertorriqueño announce partnership to continue to preserve, develop and promote Latino artistic and cultural traditions**

Philadelphia, Pa —June 9<sup>th</sup>, 2008—Taller Puertorriqueño today announced a landmark partnership with Univision 65 that will provide new and exciting opportunities for the Delaware Valley’s Latino community.

“These kinds of associations allow us to tell our story to a broader audience, continue to be advocates for Latino arts, preserve traditions and ensure the quality representation of other Latin American Cultures along with our common roots,” said Dr. Carmen Febo-San Miguel, executive director, Taller Puertorriqueño.

Under the partnership, Univision will air arts and culture vignettes that will connect and educate viewers about different art forms and Latino cultural traditions. Additionally, Taller Puertorriqueño and Univision 65 will collaborate to increase awareness of Hispanic artists and their work.

“This partnership allows us to increase exposure for local Hispanic artists in the community and strengthens our long-standing commitment to inform, educate and entertain the Delaware Valley community,” said Diana Bald, vice-president and general manager, Univision 65.

Founded in 1974 by Latino artists and activists in the North Kensington area of Philadelphia, Taller Puertorriqueño, The Cultural Heart of Latino Philadelphia™ stands as a testament to the wealth of possibilities created when citizens see a need in their community and decide to meet it. Its founders created a community-based graphic arts workshop to provide cultural training alternatives to local youth. Since then, Taller has continued to be a vital resource for progress in the Barrio and the region. It encompasses the Julia de Burgos Books and Crafts Store, the Lorenzo Homar Gallery, the Roberto P. Hernández Theater, and educational classrooms along Philadelphia’s historically Latino North 5th Street commercial corridor. It is now nationally recognized as a model organization that uses the arts as a vehicle for social change.

In its evolution, Taller has turned into a world-class institution that celebrates the arts of Puerto Rico, Latin America and the Caribbean .

Univision Communications Inc. is the premier Spanish-language media company in the United States . Its operations include Univision Network, the most-watched Spanish-language broadcast television network in the U.S. reaching 97% of U.S. Hispanic Households; TeleFutura Network, a general-interest Spanish-language broadcast television network, which was launched in 2002 and now reaches 85% of U.S. Hispanic

Households; Galavisión, the country's leading Spanish-language cable network; Univision Television Group, which owns and operates 63 television stations in major U.S. Hispanic markets and Puerto Rico; Univision Radio, the leading Spanish-language radio group which owns and/or operates 70 radio stations in 16 of the top 25 U.S. Hispanic markets and 5 stations in Puerto Rico; and Univision Online, the premier Spanish-language Internet destination in the U.S. located at <http://www.univision.com> Univision Communications also has a 50% interest in TuTv, a joint venture formed to broadcast Televisa's pay television channels in the U.S. Univision Communications has television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States.

For more information, please visit [www.univision.net](http://www.univision.net).

For more information about Taller Puertorriqueño and its program please visit [www.tallerpr.org](http://www.tallerpr.org) or call 215.426.3311.

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