



AIM Tell-A-Vision

For Immediate Release

## FIRST EVER AMERICAN LATINO TV AWARDS DEBUTS THIS WEEKEND!

-OVER 26,000 VIEWERS CAST VOTES TO VOICE THEIR FAVORITES



New York, NY / July 17<sup>th</sup>, 2007- The Aim Tell-A-Vision Group, pioneering producers of English language, culturally relevant TV for U.S. born Latinos (American Latinos), announced that the first annual *American Latino TV Awards* will debut in national broadcast syndication on stations in over 75 cities all over the U.S. The syndicated run kicks off this weekend in several cities including a primetime broadcast in the nation's largest market (New York) on WWOR-My9 Sunday, July 22<sup>nd</sup> @ 7PM (for more dates & times visit [www.AmericanLatinoAwards.com](http://www.AmericanLatinoAwards.com)). The awards show's unique format generated over 26,000 online votes in just a few weeks as viewers voiced their opinions by voting for their favorite American Latino in six categories.

**The Nominees for FAVORITE AMERICAN LATINO COMEDIAN** (Presented by Budweiser Select): George Lopez ("The George Lopez Show"), Carlos Mencia ("Mind of Mencia"), **Kiki Melendez ("Hot Tamales")** and Ruperto Vanderpool (Stand Up Comedian).

"We were pleasantly surprised by the viral nature of the viewer voting, thanks to the nominees' grassroots efforts and our loyal audience, who clearly want their voice represented in the media. The voting, advertiser and affiliates who gave the special excellent timeslots is encouraging and indicates a need for this type of format. Hopefully this is the first of many" says Robert G. Rose, CEO & Executive Producer.