

THE 2007 NHMC IMPACT AWARDS CELEBRATES THE BRIGHTEST STARS IN THE LATINO ENTERTAINMENT INDUSTRY.

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EVA LONGORIA, AMERICA FERRERA, ADRIANA BARRAZA, JUDY REYES, ROSELYN SANCHEZ, ADAM RODRIGUEZ TO ATTEND

EDWARD JAMES OLMOS TO RECEIVE LIFETIME ACHIEVEMENT AWARD SHOW TO BE HOSTED BY *CULTURE CLASH*

Los Angeles, CA --- The National Hispanic Media Coalition (NHMC) will be celebrating its 10th Annual Impact Awards Gala on February 23rd at the Regent Beverly Wilshire Hotel in Beverly Hills. The Impact Awards are given to Latinos for outstanding performances in the entertainment industry. The reception will begin at 6 p.m., dinner and awards to begin at 7:00 p.m.

The Masters of Ceremony for this black tie event will be the hilarious and provocative Latino trio Culture Clash.

America Ferrera who won this year's Golden Globe Award for Best Actress in a TV Comedy for "Ugly Betty" will receive an award for Outstanding Performance in a Comedy Television Series. Actress Eva Longoria of "Desperate Housewives" will present the award to her fellow ABC colleague.

The multi-talented Roselyn Sanchez from the hit CBS TV series "Without a Trace" will receive the Outstanding Performance in a Dramatic Television Series award. Fellow CBS actor Adam Rodriguez will present the award.

Judy Reyes will receive an award for **Outstanding Performance in a Comedy Television Series** for her starring role in NBC TV series "Scrubs." Judy's TV husband Donald Faison will present the award.

Award-winning actor, producer, director, and activist Edward James Olmos will receive the **Lifetime Achievement Award**. "We will be paying tribute to Eddie's celebrated career, he is an icon in the Latino community and we are very pleased to honor his life, career and contributions to our country," said Alex Nogales, NHMC President and

CEO. Eddie got his first big break in Luis Valdez's play, ZOOT SUIT for which he received a Tony Award Nomination; he then went on to his popular role as *Lt. Martin Castillo* in the TV series, "Miami Vice" and is the first Chicano to receive a Best Actor Academy Award nomination for his performance in STAND AND DELIVER.

Acting, directing and screenwriting are only part of what Olmos devotes himself. He gives much of his time to causes that are important to him. He makes over 150 personal appearances a year to places where he can reach kids at risk; juvenile halls, detention centers, boys/girls clubs, and schools. Anywhere he can get across his message that "we all have a choice" about where life takes us.

Special confirmed guests include ABC Entertainment President, Steve McPhearson; CBS Entertainment President, Nina Tassler; and NBC Entertainment President, Kevin Riley.

"We are delighted to present Impact Awards to those extraordinary individuals who continue to express our ethnic richness, talents and culture on the big and small screen, as well as those corporations who have demonstrated great commitment to the Latino community over the years," said Alex Nogales.

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