



IMPACT AWARDS

gala

FRIDAY, JUNE 06, 2025
BEVERLY WILSHIRE HOTEL

THANKS TO OUR PARTNERS

ACADEMY LEVEL



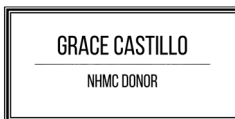
PREMIERE LEVEL



RED CARPET LEVEL



SPOTLIGHT LEVEL



MESSAGE FROM OUR PRESIDENT

As the first woman President and CEO of the National Hispanic Media Coalition, I come to you in a moment of urgency, hope, and reinvigoration.

We don't have to dive too deep into the state of our country - everyone reading this message is aware. The current attacks on the work of nonprofits and advocacy groups in the past year serve as a stark reminder that, despite the progress we've made, our work remains under threat and must be protected.

So, I want to use this year's President's message to make it very clear – no matter what the political landscape or inevitable headwinds that come our way, **our values and mission of an organization have not, and will not, change.**

Furthermore, in the current world we live in we've asked ourselves as an organization: "How can we not only advocate for our communities, **but also educate audiences about our communities?**"

That was the genesis of our 2025 policy priorities and theme for the year: **Fortifying Human Rights and Building Power.** Over the past year, we've launched a bold information education movement to ensure all voices are heard, respected, and empowered.

In the face of rampant information fraud nationwide, our organization introduced Seeing Beyond Information Fraud: Practical Transparency – A Guide for the Informed Individual, a resource developed by the [Spanish Language Disinformation Coalition](#). While rooted in the coalition's work combating Spanish-language disinformation, the guide was intentionally written for everyone, because the fight for truth and transparency belongs to all of us.

In Hollywood, we've taken it upon ourselves to educate studios, partners and more on how to accurately portray Latino individuals in media, unveiling their first-of-its-kind media guide for the entertainment industry '[Seeing Beyond The Stereotypes: Telling Authentic Latino/a/x/e Stories](#)'. Through the guide, we've sparked impactful conversations with leading entertainment executives in private sessions designed to break down stereotypes, encourage reflection, and help shape a more representative and authentic landscape for Latino storytelling.

On Capitol Hill, we've continued our policy and advocacy efforts to educate and raise the visibility of Latinos, partnering with civil rights organizations to uplift underrepresented Latino and diverse communities in the face of division.

In 2025 alone, we championed the preservation of Latino stories through our work with the U.S. Congressional Film Preservation Board, stood in solidarity with our coalition partners through the Demand Diversity Roundtable, met with House Minority Leader Rep. Hakeem Jeffries and more than 20 State Attorney Generals to share how we are pushing back against harmful policies affecting our community, and proudly marched across the Edmund Pettus Bridge with our partners to commemorate the 60th anniversary of Bloody Sunday.

As we face today's challenges, we remain committed to strengthening connections and bridging gaps, knowing that our collective progress depends on coming together and standing in solidarity with our communities and allies.

We have been, first and foremost, a civil rights organization for more than forty years. We're not used to doing things the easy way, and we won't start now. We believe that now more than ever, our work to educate can fortify our connections and remind us of what we all can achieve as a Latino community, together.

We invite you to join us in the Information Education Movement, and encourage you to stand alongside us as we use the power of accurate information to ensure our communities are treated with dignity and respect.

Yours in the movement,



Brenda Victoria Castillo



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HOST

AL MADRIGAL

On television, Madrigal plays “Oscar” on NBC’s hit comedy LOPEZ VS. LOPEZ. In addition to being an actor on numerous TV shows, he was also the Latino Correspondent on THE DAILY SHOW WITH JON STEWART. Madrigal’s many film credits include THE WAY BACK with Ben Affleck and NIGHT SCHOOL alongside Kevin Hart and Tiffany Haddish.



As a writer, Madrigal has written on multiple television shows, including Jim Carrey’s I’M DYING UP HERE, and BROKE with Jaime Camil. He’s currently developing an extensive slate of Latino-centric projects for TV within his current deal at CBS Studios.

In 2022, Al teamed up with AWA and former Marvel Editor in Chief Axel Alonso to release his comic book PRIMOS. As an entrepreneur, Madrigal and fellow comedian, Bill Burr, founded All Things Comedy (ATC) which in addition to producing several movies and television shows is the #1 comedy podcast network.

HOST

JESSICA MARIE GARCIA

Jess is an actress, writer, and producer, known for her captivating on-screen and off-screen personality.



Jess currently has a recurring role on the NBC hit series *LOPEZ VS. LOPEZ*, opposite George and Mayan Lopez. Previously, she starred in Netflix's "Most-Binged" original hit series *ON MY BLOCK* as the spitfire "Jasmine Flores," a role that earned her a Teen Choice Award nomination for Best Summer TV Actress and MTV Movie & TV Award nomination. She recently appeared on Gina Rodriguez's Disney+ series *DIARY OF A FEMALE PRESIDENT*, as well as in a recurring role on Shonda Rhimes' *HOW TO GET AWAY WITH MURDER*. Jess also starred in all four seasons of the hit Disney Channel original series *LIV AND MADDIE* as "Willow Cru," and is a member of the hilarious all-female ensemble cast of *BETCH: A SKETCH SHOW*, streaming on Paramount+. Her feature film *AVENGE THE CROWS*, in which she stars alongside Danny Trejo and Lou Diamond Phillips, is currently streaming on Amazon Prime Video. Her additional credits include ABC's *THE MIDDLE* and Freeform's *HUGE*.

She has been a guest on both seasons of the *LOVE in Gravity* podcast, which received a special recognition at the 2023 GLAAD Awards; played "Renee Montoya" in Spotify's hit original audio drama *BATMAN UNBURIED*; and voiced the lead character for the audio original book *THE HONEYMOON CRASHERS* by writing duo Christina Hobbs and Lauren Billings.

Most recently, her film *ILLEGALLY BROWN* made the festival circuit, and she shot the film *WHAT TO EXPECT*, with director Gabriela Garcia Medina.

She is managed by Daryn Simons at Cohesive Entertainment Group, Pamela Fisher at LBI Entertainment, and Erik Toral at CAA.

HONOREE

ACAPULCO

AUTHENTIC STORYTELLING IMPACT AWARD

ACAPULCO tells the story of twenty-something “Máximo Gallardo” (Enrique Arrizon), whose dream comes true when he gets the job of a cabana boy at the hottest resort in Acapulco. He soon realizes the job is far more complicated than he ever imagined and in order to succeed, he must learn to navigate a demanding clientele, a mercurial mentor, and a complicated home life, without losing his way to shortcuts or temptations. The series, set in 1984, is narrated by Eugenio Derbez, who portrays the present-day version of the main character, “Máximo Gallardo”.

In season four, present-day “Máximo” (Derbez) works tirelessly to restore Las Colinas to its former glory before the grand reopening. In 1986, when a competitor claims the number one spot in the annual ranking of Acapulco’s “Best Hotels,” “young Máximo” (Arrizon) will do whatever it takes to get back on top and secure Las Colinas’ future.



HONOREE

COBRA KAI

ENSEMBLE IMPACT AWARD

COBRA KAI takes place over 30 years after the events of the 1984 All Valley Karate Tournament with the continuation of the inescapable conflict between “Daniel LaRusso” (Ralph Macchio) and “Johnny Lawrence” (William Zabka).



In the final season of Cobra Kai, Johnny, and Daniel prepare their students for the Sekai Taikai, a global karate tournament, but their rivalry intensifies as they clash over the future of karate. Johnny faces challenges becoming a father, and Kreese struggles to reconcile his past actions after the death of Kwon at the Sekai Taikai. All six seasons are now streaming on Netflix.

HONOREE

CRIS ABREGO

LEADERSHIP IMPACT AWARD



Renowned as an entrepreneur, television executive, award-winning producer, and showrunner, Cris Abrego has been a formidable force at the forefront of the media and entertainment industry for over two decades. In 2023, he co-founded Hyphenate Media Group, where he serves as Co-Founder and Chief Executive Officer, setting the strategy and vision across the studio and all its holdings and investments. During his career, Abrego has steered both established and start-up companies towards market leadership.

Abrego previously served as CEO of Endemol Shine Holdings, where he grew the company aggressively by scaling several key holdings under its banner in both the US and in Latin America, including Endemol Shine Boomdog, Endemol Shine Brasil, and Truly Original. Abrego's entrepreneurial capacity first manifested itself when he co-founded 51 Minds Entertainment in 2003, where he pioneered the celeb-reality genre with breakthrough unscripted formats such as THE SURREAL LIFE and the many spin-offs it generated.

Abrego grew that company from its boutique beginnings to be a major unscripted studio that was acquired by Endemol five years later. Committed to prosocial and humanitarian endeavors that expand access to education, entrepreneurship, and creative leadership, Abrego has lent his influence and philanthropic support to a number of key organizations and initiatives. In 2022, he was elected chairman of the Television Academy, the 23,000+ member organization that oversees the Emmy Awards and is dedicated to advancing the art and science of television by cultivating an innovative, dynamic, and diverse creative industry through recognition, education, and leadership.

HONOREE

DANIELLA PINEDA

OUTSTANDING PERFORMANCE IMPACT AWARD

Daniella Pineda is an actress, writer, and producer. She can currently be seen starring in a lead role opposite Ben Affleck in the sequel to THE ACCOUNTANT for Amazon/MGM. She recently wrapped a starring role in the live-action Paramount film DORA AND THE SEARCH FOR SOL DORADO, releasing July 2nd.



Daniella last starred opposite Gerard Butler and Mike Colter in PLANE for Lionsgate and Di Bonaventura Pictures. She was recently seen starring in the Walking Dead anthology series, TALES OF THE WALKING DEAD, as well as Netflix's adaptation of COWBOY BEBOP opposite John Cho, playing the fan favorite, "Faye Valentine. "

Daniella was seen in the 2018 summer blockbuster, JURASSIC WORLD: FALLEN KINGDOM as one of the co-stars opposite Chris Pratt and Bryce Dallas Howard – in which she continued her role in the latest JURASSIC WORLD: DOMINION. Shortly after her debut in the Jurassic World franchise, she starred in horror film, MERCY BLACK (2019), directed by Owen Egerton, Executive Produced by Ryan Murphy and Jason Blum. Daniella also starred as one of the leads of Noël Wells' film MR. ROOSEVELT (2017), the audience award winner of SXSW 2017.

Also in television, Daniella is well known for her 2016 run as "Vanessa" on THE DETOUR for TBS and for starring in Netflix's thriller neo-noir series, WHAT-IF, opposite Renee Zellweger. Daniella got her start on THE VAMPIRE DIARIES and its spinoff, THE ORIGINALS in 2013.

HONOREE

ISABELA MERCED

NEXT GENERATION IMPACT AWARD



Isabela Merced is a highly regarded actress, singer, dancer, and songwriter. Isabela stars in the second season of HBO's critically acclaimed drama series, *THE LAST OF US*, portraying "Dina", a free-wheeling spirit whose devotion to Ellie (Bella Ramsey) will be tested by the brutality of the world they inhabit. She is also set to star as "Hawkgirl" in the highly anticipated Warner Bros. film *SUPERMAN* from director James Gunn.

Isabela earned critical acclaim for her portrayal of "Aza" in New Line's *TURTLES ALL THE WAY DOWN*. The film adaptation of John Green's New York Times best-selling novel is streaming now on HBO Max. Isabela also appears in *ALIEN: ROMULUS*, a truly terrifying cinematic experience from producer Ridley Scott and director/writer Fede Alvarez.

Isabela's extensive filmography includes starring alongside Dakota Johnson and Sydney Sweeney in Sony Pictures' *MADAME WEB*, based on the Marvel comics, starring as "Juliet" in the feature film *ROSALINE*, 20th Century's revisionist 'ROMEO AND JULIET' tale opposite Kaitlyn Dever, appearing in Warner Bros.' remake of *FATHER OF THE BRIDE* with Andy Garcia and Gloria Estefan, starring in the Netflix original thriller motion picture *SWEET GIRL* opposite Jason Momoa, and voicing "Lucky Prescott" in DreamWorks Animation's *SPIRIT UNTAMED*.

Her notable credits also include toplining Paramount Pictures' *DORA: AND THE LOST CITY OF GOLD*, starring in the Netflix original motion picture *LET IT SNOW*, based on the best-selling book by John Green, starring in Paramount Pictures' *INSTANT FAMILY* alongside Mark Wahlberg, Rose Byrne, and Octavia Spencer, starring opposite Benicio Del Toro and Josh Brolin in *SICARIO: DAY OF THE SOLADO*, as well as making her feature film debut in Michael Bay's *TRANSFORMERS: THE LAST KNIGHT* with Mark Wahlberg, Anthony Hopkins, and Josh Duhamel.

HONOREE

PHIL LORD

VISIONARY IMPACT AWARD



Phil Lord is an Academy Award-winning, multi-hyphenate filmmaker behind some of today's most successful content. On the features side, Lord and his creative partner Chris Miller created the hugely successful SPIDER-VERSE trilogy including the 2023 feature, SPIDER-MAN: ACROSS THE SPIDER-VERSE and the 2018 film SPIDER-MAN: INTO THE SPIDER-VERSE. Both films broke box office records and have received numerous accolades including BAFTA, Academy Award, Golden Globe, and Annie Award nominations with the first film, SPIDER-MAN: INTO THE SPIDER-VERSE winning Lord and Miller an Academy Award for Best Animated Feature. Lord and Miller will release the third film in the trilogy, SPIDER-MAN: BEYOND THE SPIDER-VERSE in June 2027. Their next feature project is PROJECT HAIL MARY, a film adaptation of Andy Weir's novel of the same name starring Ryan Gosling for MGM. Lord and Miller will direct the feature which will be released in theaters on March 20, 2026.

Lord and Miller also wrote and directed the hugely popular feature THE LEGO MOVIE, which was the first installment in the highly successful LEGO MOVIE franchise. The film earned BAFTA, PGA, NBR, BFCA Critics Choice, and Annie Awards as well as a Golden Globe nomination. It also inspired two spinoffs, THE LEGO NINJAGO MOVIE and THE LEGO BATMAN MOVIE, and in 2018, the pair wrote and produced the sequel, THE LEGO MOVIE 2. Lord and Miller's other feature credits include directing 21 & 22 JUMP STREET, writing and directing CLOUDY WITH A CHANCE OF MEATBALLS, and the duo's production company Lord Miller produced the films THE MITCHELLS VS. THE MACHINES, COCAINE BEAR, STRAYS. Lord and Miller's films have collectively earned over \$3.3 billion at the worldwide box office.

On the television side, Lord and Miller most recently created and executive produced the murder mystery Apple TV+ series THE AFTERPARTY and the animated comedy CLONE HIGH FOR MAX. CLONE HIGH was a modern refresh of their original 2002 series. Up next, Lord and Miller will also executive produce the live-action TV series SPIDER NOIR for MGM+ and Amazon Prime.

HONOREE

REY MYSTERIO

LEGEND IMPACT AWARD



He stands only 5-foot-6 and barely weighs 175 pounds, but a lack of size hasn't stopped the incomparable Rey Mysterio from achieving giant dreams in WWE including capturing the WWE Championship, two World Heavyweight Championships, two Intercontinental Titles, three United States Titles, five Tag Team Titles, three WWE Cruiserweight Titles, or outlasting 29 other Superstars to win the Royal Rumble as the No. 2 entrant. Whether he is standing up to a dangerous giant like Kane or flying down from the top of a steel cage, The Ultimate Underdog is known for refusing to be intimidated inside the ring.

Trained in the proud Mexican tradition of lucha libre before he was even old enough to drive, Rey Mysterio adopted his ring name in tribute to his uncle and hid his face under a mask as lucha custom dictates. In a world of hooded highflyers, the exhilarating Mysterio stood out enough to earn the attention of ECW and WCW, where his thrilling bouts with such rivals as Eddie Guerrero and Psicosis became the stuff of legend among sports-entertainment fans. His greatest successes, however, were realized after joining WWE in 2002.

First establishing himself in the cruiserweight and tag team divisions, the Mexican Superstar soon proved that size doesn't matter when he beat the odds to win the Royal Rumble Match in 2006. From there, Mysterio accomplished the inconceivable when he won the World Heavyweight Championship at WrestleMania 22, becoming the smallest Superstar ever to hold that title.

Mysterio's accomplishments did not end there. At Fatal 4-Way 2010, the high-flyer captured his second World Heavyweight Championship against Big Show, CM Punk, and Jack Swagger. In July 2011 on Raw, Mysterio scored his first WWE Championship with an emotional win over The Miz.

After taking a sabbatical from WWE, Mysterio made his jaw-dropping return in the 2018 Royal Rumble Match. He hasn't missed a beat since as he reclaimed the United States Title in 2019 and added several thrilling matches to his already incredible resume. Along the way, Rey achieved a dream when he formed a tag team with his son Dominik. Together, they would become the first father/son tandem to win the SmackDown Tag Team Titles. Mysterio was inducted into the WWE Hall of Fame Class of 2023, one night before he defeated his son at WrestleMania.

Mysterio went on to align with Legado del Fantasma and reform The LWO, later adding the returning Carlito to the fold. With The LWO by his side, Mysterio captured the United States Championship for the third time.

With his revolutionary style, Mysterio overcame the odds to enjoy a championship career that is respected by fellow Superstars and the WWE Universe alike, making him one of the most well-known and beloved competitors of all time.

AWARD

NHMC proudly supports local artists by selecting original pieces that celebrate culture, creativity, and community. Rather than giving a traditional award, NHMC honors individuals with meaningful artwork that reflects powerful visual storytelling.



THE SPIRIT OF MOVEMENT Rey Mora

With wings beating faster than the eye can follow, the hummingbird moves like a breath of spirit—free, unbound, and full of purpose. *The Spirit of Movement* captures this energy, inviting viewers to reflect on the hummingbird's ancient role as a messenger and guide across the Americas. From the sacred stories of the Mexico, where the hummingbird symbolized the soul of a fallen warrior, to its real-life migrations from Mexico to the northern landscapes, this tiny bird has always flown beyond borders in search of life's sweetness. Created for public display, this image honors the right of all beings to move with intention and joy—to seek the nectar of possibility. As the hummingbird hovers between stillness and speed, it reminds us that freedom is not a destination, but a rhythm we carry within.

ARTIST

REYNALDO (REY) MORA

Reynaldo (Rey) Mora, M.F.A. (b. Los Angeles, 1976) is a multidisciplinary artist whose work explores the themes of movement, identity, and cultural memory through clay, painting, and mixed media. Deeply rooted in the Chicano and broader Hispanic experience, Rey's art reflects the lived realities, resilience, and creativity of working-class communities navigating displacement, migration, and collective transformation.



A native Angeleno, Rey draws inspiration from the rich traditions of lowrider culture, Indigenous symbolism, and everyday life in the urban Southwest. His ceramic sculptures—often shaped like cars—serve as metaphors for migration, aspiration, and survival. Whether working in acrylics, terracotta, or public murals, his practice celebrates movement not only as a physical act, but as a symbol of growth, self-determination, and communal progress.

Rey earned a B.A. in Studio Arts from California State University, Long Beach, and an M.F.A. from California State University, Los Angeles. He has exhibited widely and collaborated on public art and literacy projects throughout Los Angeles. As part of his commitment to cultural preservation and representation, he co-founded a family-run publishing company to create bilingual and trilingual children's books that celebrate Indigenous and Latinx voices.

Rey lives and works in Whittier, CA, where he continues to create artwork rooted in his heritage and devoted to uplifting his community.

DIGITAL MEDIA COMPANY

MITÚ

mitú

mitú is the leading digital media company representing the US Latino point of view among consumers 18-49. Through our multiple touch points in video, editorial, and social media, we connect brands, content creators, and Latino talent to the massive community of Latino consumers in America.

Our audience is the 200% — 100% American and 100% Latino – who inspire us to create authentic, culturally relevant stories. We reach a massive, cross-cultural audience across a variety of social and O&O platforms. Follow us @wearemitu, and visit wearemitu.com and mitu.tv.

DJ

SIZZLE FANTASTIC



Sizzle Fantastic is a DJ, Event Producer, and Community Organizer born in la Costa de Guerrero, Mexico, and raised in the beautiful barrio of Boyle Heights, California. Currently, she is the resident DJ and curator of Cumbiatón, a Nationwide party paying homage to the Afro-Latinx cultura and musica de barrios.

Sizzle Fantastic holds DJ residencies all throughout Los Angeles, San Francisco, Seattle, and New York.

You can find her on Instagram and Soundcloud to stay up to date with her shows.



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IMPACT AWARDS GALA



CAMPANARIO®

Campanario is proud to support
the NHMC and tonight's honorees.



VETERANS IN MEDIA
& ENTERTAINMENT

WHERE MILITARY VETERANS IN MEDIA & ENTERTAINMENT THRIVE

- Founded in 2012 as 501(c)3 with 6,000+ members nationwide.
- VME is a professional association of U.S. military veterans working in, or aspiring to work in, media and entertainment at all career levels.
- Our footprint is currently concentrated in film, television, digital media, theater, music, and gaming.
- VME is headquarter in Los Angeles with chapters in New York City and Washington, DC.



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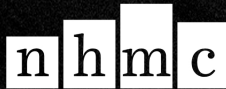


LOS ANGELES

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THANK YOU FOR ALL YOU DO!



THE GREATEST KARATE SAGA.

COBRA KAI

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Felicidades, NHMC -

**With great love
and admiration for all you do,**

Peter & Audie Lenkov

HYPHENATE

MEDIAGROUP

We are proud to support the **National Hispanic Media Coalition** and congratulate all of this year's honorees for their inspiring contributions.

Honorees

Cris Abrego	Leadership Impact Award
Phil Lord	Visionary Impact Award
Isabela Merced	Next Generation Impact Award
Rey Mysterio	Legend Impact Award
Daniella Pineda	Outstanding Performance Impact Award
Acapulco	Authentic Storytelling Impact Award
Cobra Kai	Ensemble Impact Award



Support NHMC! No amount is too small and every little bit helps.

NHMC is a woman-led non-profit civil and human rights organization that was founded to eliminate hate, discrimination, and racism toward the Latino communities.

We educate and increase Latinx visibility from our policy work in Washington, D.C., to our media advocacy work in Hollywood, where we connect, collaborate, and create with Latinx talent within the entertainment industry.

We lead the work to eliminate online hate and disinformation across media platforms. We advocate for the Affordable Connectivity Program, Lifeline Program, Net Neutrality protections, and closing the digital divide for Latino and other marginalized communities. NHMC works in partnership with other social justice organizations to safeguard democracy in the United States of America.



The National Hispanic Media Coalition is a 501(c)3 tax-exempt organization, and your donation is tax-deductible within the guidelines of U.S. law.