



The Latin Recording Academy®

Latin Academy of Recording Arts & Sciences, Inc.

www.latingrammy.com

ANITTA, C4 TRIO Y RAFAEL "POLLO" BRITO, CAFE QUIJANO, AND PERIKO & JESSI LEON WILL PERFORM AT THE LATIN GRAMMY® PREMIERE

*Erika Ender to Serve as Co-Host and Antonio Adolfo, Albita, Berta Rojas, and Rosana
Will Serve as Presenters Kicking Off The Biggest Night in Latin Music®*

*Latin GRAMMY En Vivo Will Begin Live Streaming via LatinGRAMMY.com on Nov. 19 at
10 a.m. PT and Offer Exclusive Coverage From Various Latin GRAMMY Week Events*

MIAMI (Nov. 17, 2014) — Producer/songwriter **Erika Ender**, along with The Latin Recording Academy® President/CEO **Gabriel Abaroa Jr.** and Chair of the Board of Trustees **Laura Tesoriero**, will host **The Latin GRAMMY® Premiere** (#LatinGRAMMY), formerly known as the Latin GRAMMY Pre-Telecast Ceremony, which will precede the 15th Annual Latin GRAMMY Awards™ telecast. Additionally, Latin GRAMMY winner **Albita** along with **Antonio Adolfo**, **Berta Rojas**, and **Rosana** will present awards in select categories and current Latin GRAMMY nominees **Anitta**, **Café Quijano**, **C4 Trio y Rafael "Pollo" Brito**, and **Periko & Jessi Leon** will perform at The Latin GRAMMY Premiere, taking place **Nov. 20**, from **2 – 3 p.m. PT** from the **Hollywood Theatre** at the **MGM Grand Hotel and Casino** in **Las Vegas**. Additionally, **Latin GRAMMY En Vivo**, hosted by Kike Posada and Catalina Mesa, will stream the ceremony live as well as provide unprecedented access to Latin music's biggest stars on the green carpet and exclusive backstage interviews. The 15th Annual Latin GRAMMY Awards telecast is set for **Nov. 20** at the **MGM Grand Garden Arena** and will be broadcast live on **Univision** from **8 – 11 p.m. ET/PT (7 p.m. Central)**. For updates and breaking news, please visit LatinGRAMMY.com and The Latin Recording Academy's social networks on [Twitter](https://twitter.com/LatinGRAMMY) and [Facebook](https://www.facebook.com/LatinGRAMMY).

Latin GRAMMY En Vivo begins on Wednesday, Nov. 19, at 10 a.m. PT with The Latin Recording Academy's Special Awards Presentation honoring Willy Chirino, César Costa, Carlos Do Carmo, Dúo Dinámico, Los Lobos, Valeria Lynch, Ney Matogrosso, André Midani, and Juan Vicente Torrealba. On the Biggest Night in Latin Music®, Nov. 20, Latin GRAMMY En Vivo will begin at 2 p.m., giving fans around the world exclusive content to witness The Latin GRAMMY Premiere firsthand and watch Latin GRAMMY winners announced in approximately 40 of 48 categories. The presentation takes place prior to the evening's telecast, kicking off a full evening of celebrating excellence in recorded Latin music from around the world.

Additionally, viewers will be treated to exclusive interviews as Posada and Mesa speak with the talented musicians and stylish celebrities on the Latin GRAMMY green carpet. The day's stream will also include highlights from the 2014 Latin Recording Academy Person of the Year red-carpet arrivals honoring Joan Manuel Serrat, which will also be made available on demand providing music fans with special content, video interviews and photos. Please visit www.latingrammy.com beginning at 2 p.m. PT for live 15th Annual Latin GRAMMY coverage.

Viewers can join the Latin GRAMMY telecast conversation by following @LatinGRAMMYs or Univision's @UForiaMusica on Twitter, as well as comment along with others on [Facebook.com/LatinGRAMMYs](https://www.facebook.com/LatinGRAMMYs) and [Facebook.com/UForiaMusica](https://www.facebook.com/UForiaMusica). Fans may also get the latest visual updates via Instagram from @LatinGRAMMYs and @UnivisionPremios, and may comment about their favorite celebrities using hashtag #LatinGRAMMY across Google+, Twitter, Facebook, Instagram or any of their favorite social platforms.

The Latin Recording Academy is an international, membership-based organization comprised of Spanish- and Portuguese-speaking recording artists, musicians, songwriters, producers and other creative and technical recording professionals. The organization is dedicated to improving the quality of life and cultural condition for Latin music and its makers. In addition to producing the Latin GRAMMY Awards to honor excellence in the

recorded arts and sciences, The Latin Recording Academy provides educational and outreach programs for the Latin music community either directly or through its Latin GRAMMY Cultural Foundation™. For more information about The Latin Recording Academy, please visit LatinGRAMMY.com. For breaking news and exclusive content, follow @LatinGRAMMYs on [Twitter](#), like "Latin GRAMMYs" on [Facebook](#), and join the Latin GRAMMYs' social communities on [Foursquare](#), [Google+](#), [Instagram](#), [Pinterest](#), [Tumblr](#), and [YouTube](#).

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