



The Latin Recording Academy[®]

Latin Academy of Recording Arts & Sciences, Inc.

www.latingrammy.com

THE LATIN RECORDING ACADEMY[®] ANNOUNCES ITS OFFICIAL SPONSORS FOR THE 14TH ANNUAL LATIN GRAMMY AWARDS[®]

MIAMI (Oct 14, 2013) — [The Latin Recording Academy[®]](#) proudly announced its official sponsors for the upcoming 14th Annual Latin GRAMMY Awards[®]. **7UP**, the **Chrysler brand**, **CÎROC[®] Ultra Premium Vodka**, **Heineken**, **L'Oréal Paris**, **McDonald's[®]**, and **Walmart** have all signed on to support this year's Latin GRAMMY Awards and its ancillary events. Latin Recording Academy partner **Gucci Timepieces & Jewelry** returns to support this year's awards show and is the presenting sponsor of the 2013 Latin Recording Academy Person of the Year tribute gala honoring Miguel Bosé. **Univision Radio** will serve as the official media partner for various Latin GRAMMY[®] initiatives. The Biggest Night in Latin Music™ will take place inside **Las Vegas' Mandalay Bay Events Center** on **Thursday, Nov. 21, 2013**, and will air live on the **Univision Network** from **8 – 11 p.m. ET/PT (7 p.m. Central)**.

"The Latin Recording Academy is extremely excited to partner with such a diverse group of impressive brands, each representing a commitment to excellence," said Latin Recording Academy President/CEO Gabriel Abaroa Jr. "We look forward to their innumerable contributions leading up to the Latin GRAMMYs, and to working together with them on their various initiatives and programs. We thank all of our sponsors for their support and expect another successful season."

Longtime Latin Recording Academy supporter **7UP** returns to bring their refreshing products to a variety of initiatives as the official beverage sponsor of the 14th Annual Latin GRAMMY Awards and surrounding events. 7UP's sponsorship of the Latin GRAMMY Street Parties and Latin GRAMMY Acoustic Sessions allows 7UP the opportunity to bring the Latin GRAMMY experience to the doorsteps of consumers across the United States. Additionally, 7UP will once again support various Latin GRAMMY Week events such as The Latin Recording Academy Person of the Year tribute gala, a welcome bleacher for consumers on the 14th Annual Latin GRAMMY green carpet and the official Latin GRAMMY After-Party. In celebration of its dedication to Latin music, 7UP will also provide seven lucky music fans the opportunity to attend this year's Latin GRAMMY Awards in Las Vegas and a VIP concert with Enrique Iglesias — giving the winners an experience of a lifetime. No purchase is necessary. Must be 21 or older and a U.S. resident to enter. Fans can enter and find the official rules for the online sweepstakes at www.winvipconcert.com.

The **Chrysler brand** has joined the celebration as this year's official auto sponsor of The Latin Recording Academy Person of the Year gala, the 14th Annual Latin GRAMMY Awards and the official after-party. As part of the auto partnership, music industry VIPs, music fans and car enthusiasts alike will be able to get up close for a firsthand look at the 2013 Chrysler 200 at the various events.

Another fresh brand joining The Latin Recording Academy team, **CÎROC Ultra Premium Vodka** is this year's official spirit sponsor of Latin GRAMMY Week and other Latin Recording Academy international initiatives. This summer, CÎROC was a key partner in the Latin GRAMMY Acoustic Sessions international series, supporting events in Bogotá, Colombia, and Mexico City, which featured Latin GRAMMY-winning artists Concha Buika, Natalia Lafourcade, Carlos Vives, Alejandro Sanz, and Jesse & Joy. During Latin GRAMMY week, CÎROC will feature cocktails derived from the mixology talents of the Bartender of the Year winner, giving Latin music fans a taste of the "joie de vivre" that CÎROC represents. Leading up to Latin GRAMMY Week, CÎROC will host the promotion #CirocVegasChic across Latin America and the Caribbean with top fashion bloggers, editors and stylists. Together, they will search for the best wardrobe option inspired by CÎROC for the Latin GRAMMYs. Winners will have the opportunity to experience the glamorous CÎROC lifestyle during Latin GRAMMY Week in Las Vegas. CÎROC will also host a luxury bar at The Latin Recording Academy Person of the Year tribute gala honoring Miguel Bosé and will host the VIP Celebrity Lounge at the official Latin GRAMMY After-Party.

In its 14th year, **Heineken** will serve as the official beer sponsor of the Latin GRAMMY Awards. Heineken's initiatives include support of the Latin GRAMMY green carpet, and participation as a proud partner of the 2013 Latin Recording Academy Person of the Year gala and the official Latin GRAMMY After-Party. During Latin GRAMMY Week, Nov 19 – 21, local and visiting music fans (age 21 and older) are welcome to enjoy the Heineken House. This returning audiovisual multisensory Latin music experience, located in the Eye Candy Lounge at the Mandalay Bay Resort and Casino, features internationally recognized DJs and musicians performing on varying evenings.

L'Oréal Paris is returning for the second year as the official cosmetics sponsor of the Latin GRAMMY Awards. The L'Oréal Paris division of L'Oréal USA Inc. combines the latest technology with the highest in quality for the ultimate in luxury beauty. "Because You're Worth It," the brand's well-known philosophy, celebrates women's self-worth and inner and outer beauty, which will be showcased in abundance by all of the beautiful celebrities in attendance at this year's events. L'Oréal Paris will highlight their luxurious cosmetics products by providing touch-up stations backstage at the 14th Annual Latin GRAMMYs for all participating talent. Guests of The Latin Recording Academy Person of The Year tribute gala and official Latin GRAMMY After-Party will receive some of the latest L'Oréal Paris products in their gift bags. Additionally, this year's presenters and performers will also enjoy the products as part of the Latin GRAMMY Gift Lounge experience.

For six consecutive years, **McDonald's** has sponsored the Latin GRAMMY Awards and its ancillary events. McDonald's will once again bring the fun and interactive McDonald's FiestaTour: Annual Latin GRAMMY Experience to local fans in top Hispanic markets across the United States, including stops at the Latin GRAMMY Street Parties in Chicago (Sept. 29); Phoenix (Oct. 6), Los Angeles (Oct. 20), Dallas (Oct. 27), and Miami (Nov. 10). In addition to reaching the masses at the Latin GRAMMY Street Parties, on Sept. 25 McDonald's *McCafé* participated in the Los Angeles Latin GRAMMY Acoustic Sessions, which featured two-time Latin GRAMMY winner Draco Rosa. Each year, McDonald's gives Latin music lovers the opportunity to attend the various Latin GRAMMY events they support via their online sweepstakes at www.mcdlgsweps.com.

Walmart once again returns to the Latin GRAMMY sponsor roster as the official retailer of the 14th Annual Latin GRAMMY Awards and the official Latin GRAMMY After-Party.

In its third year partnership, **Gucci Timepieces & Jewelry** is pleased to become the presenting sponsor of The Latin Recording Academy Person of the Year tribute gala. On the same evening of the nominee reception, as in previous years, the Best New Artist nominees will be presented with the newest timepiece from the Special Edition Gucci Latin GRAMMY Collection. A Gucci clock will also be featured on the LatinGRAMMY.com homepage, where fans can count down the days, hours and minutes until The Biggest Night in Latin Music.

Univision Radio, the leading Hispanic radio network in the United States, will broadcast Latin GRAMMY programming, promotions, news and events throughout the country, including exclusive interviews from rehearsals backstage at the 14th Annual Latin GRAMMY Awards.

For more information on all of The Latin Recording Academy's and Latin GRAMMY sponsors, please log on to: www.7UP.com, www.chrysler.com, www.ciroc.com, www.guccitimeless.com, www.heineken.com, www.lorealparisusa.com, www.meencanta.com, www.walmart.com, www.univisionradio.com.

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. For more information about The Latin Recording Academy, please visit LatinGRAMMY.com. For breaking news and exclusive content, follow @LatinGRAMMYs on [Twitter](https://twitter.com/LatinGRAMMYs), like "Latin GRAMMYs" on [Facebook](https://www.facebook.com/LatinGRAMMYs), and join the Latin GRAMMYs' social communities on [Foursquare](https://www.foursquare.com/LatinGRAMMYs), [Google+](https://www.google.com/+LatinGRAMMYs), [Instagram](https://www.instagram.com/LatinGRAMMYs), [Pinterest](https://www.pinterest.com/LatinGRAMMYs), [Tumblr](https://www.tumblr.com/LatinGRAMMYs), and [YouTube](https://www.youtube.com/LatinGRAMMYs).

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