



The Latin Recording Academy[®]

Latin Academy of Recording Arts & Sciences, Inc.

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THE LATIN RECORDING ACADEMY[®] ANNOUNCES OFFICIAL SPONSORS FOR THE 15TH ANNUAL LATIN GRAMMY AWARDS[®]

MIAMI (Nov 17, 2014) — [The Latin Recording Academy](#)[®] proudly announced its official sponsors for the upcoming 15th Annual Latin GRAMMY Awards™. **7UP**, **Buchanan's Scotch Whisky**, **Heineken**, **L'Oréal Paris**, **Las Vegas**, **McDonald's**[®], **Neutrogena**, **Verizon Wireless**, 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 2014 Latin Recording Academy Person of the Year gala honoring Joan Manuel Serrat. **Univision Radio** will serve as the official media partner for various Latin GRAMMY[®] initiatives, and **Claro Música** will support the Latin GRAMMY Awards this year as a sponsor in Latin America. The **Biggest Night in Latin Music**[®] will take place at the **MGM Grand Garden Arena** in **Las Vegas** on **Thursday, Nov. 20, 2014**, and will air live on the **Univision Network** from **8–11 p.m. ET/PT (7 p.m. Central)**.

"This year, as we celebrate our 15th anniversary as the organization that produces the premiere telecast in Latin music, we maintain our continued commitment to excellence and therefore are thrilled to partner with highly recognized and respected brands to commemorate this special occasion," said Latin Recording Academy President/CEO Gabriel Abaroa Jr. "This impressive roster of brand partners, some of which have been with us since the beginning, some returning and some new, represent the highest standards of excellence and we are proud to align with them and look forward to a highly successful relationship."

Longtime Latin Recording Academy supporter **7UP** returns to bring its refreshing products to a variety of initiatives as the official beverage sponsor of the 15th Annual Latin GRAMMY Awards and its ancillary events. Sponsorship of the Latin GRAMMY Street Parties and Latin GRAMMY Acoustic Sessions allows 7UP the opportunity to bring the Latin GRAMMY experience to 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 gala, a welcome bleacher for fans on the 15th Annual Latin GRAMMY green carpet and the official Latin GRAMMY After-Party. In celebration of its dedication to Latin music, 7UP will also provide lucky music fans the opportunity to attend this year's Latin GRAMMY Awards in Las Vegas and a VIP concert with two-time Latin GRAMMY winner Yandel and five-time Latin GRAMMY winners Jesse & Joy.

In its first year participating, **Buchanan's Scotch Whisky** has signed on as the official spirits sponsor of the 15th Annual Latin GRAMMY Awards. Guests attending En La Mezcla, the annual Producers & Engineers Wing[®] celebration, The Latin Recording Academy Person of the Year gala, the 15th Annual Latin GRAMMY Awards and the official Latin GRAMMY After-Party will be able to experience the whisky's "A Lo Grande" lifestyle. Additionally, nominees, performers and presenters will receive personalized engraved gifts from Buchanan's at the Latin GRAMMY Gift Lounge. Finally, Buchanan's will host a sweepstakes to send 10 lucky winners and their guests to attend The Biggest Night in Latin Music and the official Latin GRAMMY After-Party.

Now in its 15th consecutive year, **Heineken** will serve as the official beer sponsor of the Latin GRAMMY Awards. The premium beer brand's initiatives include the presentation of the Latin GRAMMY green carpet and participation as a partner of En La Mezcla, the 2014 Latin Recording Academy Person of the Year gala and the official Latin GRAMMY After-Party. Guests attending the official after-party will open their world and experience Heineken during an evening of celebration from The Latin Recording Academy's longest-running partner.

L'Oréal Paris returns for the third year as the official cosmetics sponsor of the Latin GRAMMY Awards. L'Oréal Paris has the unique ability to transcend the red-carpet for Latina women, ultimately serving as a tremendous source of inspiration for women and their real life "red-carpet" moments. On Nov. 17, L'Oréal

Paris and Latina Bloggers Connect will host a "Momentos Poderosos" Twitter party to talk with Latinas about how L'Oréal Paris can help empower them during their red-carpet moments. In addition, L'Oréal Paris will highlight their luxurious cosmetics by providing touch-up stations backstage at the 15th Annual Latin GRAMMYs for all participating talent. Guests of The Latin Recording Academy Person of the Year gala and official Latin GRAMMY After-Party will receive some of the latest L'Oréal Paris products in their gift bags. Guests attending the official after-party will experience their own red-carpet moment with The [L'Oréal Paris](#) Makeup Genius app which will identify their most empowering lipstick shade for the night's festivities.

[Las Vegas](#) returns as an official sponsor/partner of the Latin GRAMMY Awards as well as The Latin Recording Academy Person of the Year gala and the official Latin GRAMMY After-Party. Las Vegas will exclusively sponsor a social media activation utilizing a Vine 360 camera that will be placed on the green carpet where celebrities are welcomed to stop by to record a fun, interactive six-second 360-degree video.

For seven consecutive years, [McDonald's USA](#) has sponsored the Latin GRAMMY Awards and supporting events. Each year, McDonald's gives Latin music lovers the opportunity to attend the various Latin GRAMMY events they support via online sweepstakes. Once again, McDonald's will bring the engaging 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 addition, on Sept. 24 McDonald's McCafé brand participated in the Los Angeles stop of the Latin GRAMMY Acoustic Sessions, which featured current Latin GRAMMY nominee Prince Royce. Additionally, guests attending this year's Person of the Year Gala will receive some McCafé branded items.

[Neutrogena](#), the number one facial skincare brand among Latinas, makes its debut at this year's 15th Latin GRAMMY Awards as the official skincare partner. Viewers at home will learn more about the brand's dermatologist-recommended skincare products while watching the broadcast and will get a sneak peek behind the scenes at the Latin GRAMMY Awards by following @Neutrogena on Twitter.

[Verizon Wireless](#) returns as the official wireless provider of the 15th Annual Latin GRAMMY Awards.

[Walmart](#) once again returns to the Latin GRAMMY sponsor roster as the official retailer of the 15th Annual Latin GRAMMY Awards.

In its fourth year of partnership, [Gucci Timepieces & Jewelry](#) is pleased to return for the second consecutive year as 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 Gucci Latin GRAMMY Special Edition Collection. Latin Recording Academy Person of the Year honoree Joan Manuel Serrat, as well as all performers for the evening, will also receive the stunning timepiece. 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 15th Annual Latin GRAMMY Awards.

In Latin America, [Claro Música](#) (part of Claro telecommunications) is the official sponsor of the Latin GRAMMYs. Claro Música is will feature an official Latin GRAMMY playlist and will be the official sponsor of a Latin GRAMMY Acoustic Sessions installment in Mexico in 2015.

In its second year, **TNT Latin America** will broadcast the 15th Annual Latin GRAMMY Awards across most of Latin America.

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](#), like "Latin GRAMMYs" on [Facebook](#), and join the Latin GRAMMYs' social communities on [Foursquare](#), [Google+](#), [Instagram](#), [Pinterest](#), [Tumblr](#), and

[YouTube.](#)

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