



**THE LATINO COALITION PARTNERS WITH BOYS & GIRLS CLUBS  
OF AMERICA TO SUPPORT APRIL 16 RELEASE OF *THE PERFECT GAME*  
BY INDUSTRYWORKS PICTURES**

*Endorsing the Film as a "Must See for All," Chairman Hector Barreto Urges  
Latino Business Community to Give Thousands of Deserving Children  
the Opportunity to see the Film Opening Weekend*

WASHINGTON, D.C., April 9, 2010 - The Latino Coalition today announced it has partnered with Boys & Girls Clubs of America (BGCA) to support the April 16 release of *The Perfect Game* by IndustryWorks Pictures. Marking the organization's first-ever endorsement of a film, Hector Barreto, chairman of The Latino Coalition, urged Latino business owners and the Latino community at-large to step up to the plate by making a minimum \$100 tax-deductible donation before April 15 to their local Boys & Girls Club, and spreading the word about this inspirational film based on the true story of a group of underdogs from Monterrey, Mexico, who went on to win the 1957 Little League World Series.

"Despite our growing influence in this nation, as underscored by a combined purchasing power in excess of \$800 billion and emergence as the nation's largest minority demographic, positive and accurate portrayals of Latinos in film and television continue to be the exception to the rule," said Barreto. "However, a definite must-see, *The Perfect Game* is a rare example of when Hollywood gets it right and it is our responsibility to not only provide positive reinforcement, but also personally and meaningfully engage in illuminating these victories as aggressively as possible," he added.

Beyond championing the film, The Latino Coalition has challenged small- and medium-sized Latino business owners to make a minimum \$100 tax deductible donation to their local Boys & Girls Club, the official charity of *The Perfect Game*, by April 15 to make it possible for thousands of Club members to see the film opening weekend. Other ways to contribute include featuring information about the film on corporate Web sites, bulletin boards, newsletters, social media pages (e.g., Facebook, Twitter, MySpace, etc.), as well as sending a series of email blasts to employees, partners and customers to also encourage them to support the film.

"We are extremely grateful for the opportunity to share the positive message of *The Perfect Game* with the near one million Latino Youth we serve," said BGCA's Senior Director of Latino Outreach Heidi Guzman. "It is critically important to show them how teamwork, hard work and the right attitude can lead to success and achievement regardless of the color of your skin."

Rated PG and set in 1957, a time in history when the color of your skin determined your place in society, *The Perfect Game* portrays the true story of a rag-tag group of boys from Monterrey, Mexico who defied all odds and became the first non-U.S. team to win the Little League World Series. Relying on hard work, faith, a warm-hearted priest, and love of the game, the nine players and their coach embarked on an incredible journey cementing their place in history and changing lives forever.

Added Barreto: "*The Perfect Game* is as much our story as it is theirs. By seeing the film opening weekend we can send a message to Hollywood that a positive and balanced portrayal of our community should not be the exception, but the rule. More than 50 million strong, the success of this film is truly in our hands."

The Latino Coalition will host its annual Economic Summit and Business Procurement Event on May 4 at the Mandarin Oriental Hotel in Washington, DC. Just as the underdogs from Monterrey, Mexico achieved their triumphant win in 1957, small and medium-sized Latino enterprises, too, can experience success by attending the Latino Coalition's Economic Summit in May. Through procurement sessions with corporate and federal agency officers, these minority entrepreneurs can score federal funds and make new and lasting business networking relationships. For details on how to register for the Latino Coalition's Washington, DC, procurement event, visit: [http://www.thelatinocoalition.com/sbes\\_application.php](http://www.thelatinocoalition.com/sbes_application.php).

For more information about *THE PERFECT GAME*, visit: [www.theperfectgamemovie.com](http://www.theperfectgamemovie.com).

#### **About the Latino Coalition**

The Latino Coalition (TLC) was founded in 1995 by a group of Hispanic business owners from across the country to research and develop policies relevant to Latinos. TLC is a non-profit nationwide organization based in CA, with offices in Washington, DC and Guadalajara, Mexico. TLC was established to address policy issues that directly affect the well-being of Hispanics in the United States. TLC's agenda is to develop initiatives and partnerships that will foster economic equivalency and enhance overall business, economic and social development of Latinos. For more information on TLC, please visit [www.thelatinocoalition.com](http://www.thelatinocoalition.com).

#### **About Boys & Girls Clubs of America**

For more than 100 years, Boys & Girls Clubs of America ([www.bgca.org](http://www.bgca.org)) has enabled young people, especially those who need Clubs most, to reach their full potential as productive, caring, responsible citizens. Today, more than 4,000 Boys & Girls Clubs serve more than 4 million young people 6-18 years old offering guidance-oriented character development programs conducted by trained, professional staff. Key programs emphasize leadership development; education and career exploration; community service; technology training; financial literacy; health and life skills; the arts; sports, fitness and recreation; and family outreach. In a Harris Survey of alumni, 57 percent said the Club saved their lives. National headquarters are located in Atlanta.

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