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**AZTECA AMERICA HONORED BY CYNOPSIS MEDIA AS 2016 SOCIAL GOOD  
AWARD WINNER FOR AWARENESS CAMPAIGN/ INITIATIVE IN CIVIC  
EMPOWERMENT CATEGORY**

**Los Angeles, CA – March 2, 2017** – Azteca America, a wholly-owned subsidiary of Mexican broadcaster TV Azteca, S.A.B de C.V., one of the two largest producers of Spanish-language content in the world, today announced that the network was honored by Cynopsis Media as the 2016 Social Good Award Winner for Awareness Campaign/Initiative in the Civic Empowerment category at the 3<sup>rd</sup> Annual Cynopsis Social Good Awards. The network was recognized for its recent achievements in civic engagement, which focused on the 2016 presidential election.

“It is truly an honor to be recognized for the network’s tireless efforts to engage U.S. Hispanics in the 2016 election,” said Manuel Abud, President and CEO, Azteca America. “No other television network or station in the country, regardless of language, made a similar effort. We pride ourselves on our ability to build bridges and establish alliances across the industry, and we are driven by our commitment to serve the U.S. Hispanic community.”

Starting in 2015, Azteca began building a network of alliances with social organizations such as the National Association of Latino Elected and Appointed Officials (NALEO), the Congressional Hispanic Leadership Institute (CHLI), the Central American Resource Center (CARECEN), Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA), Council of Mexican Federations in North America (COFEM), Voto Latino, Asian Americans Advancing Justice (AAAJ), the City of Los Angeles, the County of Los Angeles, Univision, Telemundo, Estrella TV, Entravision, and *La Opinion*. Azteca took the lead to bring these organizations together to work with Azteca and its Spanish-language media competitors to implement the “!Protegete, Ciudadania Ya!” (Protect yourself, citizenship now!) campaign, which launched a call to action aimed at legal residents to become U.S. citizens and then encouraged those same people to register to vote and participate in the 2016 election. After the deadline to apply for citizenship passed, the campaign shifted focus to embolden U.S. Hispanic citizens to register to vote and get to the polls on Election Day. The campaign was designed to be rolled out in Los Angeles first and then replicated nationally.

“Voting is one of our most important responsibilities. There is no election too big or too small, from City Council to the President of the United States, we need to participate in every election. Government affects our lives at every level, and it’s critical that we have the right people making decisions for us,” said Luis J. Echarte, Chairman, Azteca America.

Azteca America devoted four of its monthly "Solución Azteca," community support events to civic participation. These are on-air “events” over the course of a single day during planned commercial breaks. The network was also instrumental in the execution of a citizenship event held in Los Angeles in April 2016 that generated 3,500 appointments for residents engaged in the process of becoming U.S. citizens and was attended by more than 10,000 people. In addition, 100% of the content of the 6:30 pm national newscast was dedicated to the topic in the five months leading up to the election. Azteca produced many PSAs and promotional products and messages to air in prime time and across other key dayparts.

The annual Cynopsis Social Good Awards honor media companies for their efforts to give back to the community through their professional platform. The awards highlight notable achievements across categories such as sustainability partnerships and PSA’s, diversity campaigns, environmental initiatives, and more.

#### **About Azteca America’s Network**

Azteca America engages Spanish-language viewers by creating unique, passionate and enlightening content that is relevant to the daily lives of our audience. Wholly owned by Mexican broadcaster TV Azteca, S.A.B. de C.V. one of the two largest producers of Spanish language content in the world, Azteca America complements its Mexican programs with an innovative lineup of shows from third-party producers and distributors to ensure the finest programming for its audience. The company provides tailored, multi-platform advertising solutions for clients seeking to reach the most dynamic consumer group in the country.