Azteca America and Fundación Azteca America Salute Arizona State University for its Newly-Inaugurated School of Transborder Studies

Phoenix, May 10, 2011 – Azteca America, the alternative choice in broadcast television for Spanish-speaking families residing in the United States, its non-profit arm Fundación Azteca America and founder Ricardo Salinas Pliego (www.ricardosalinas.com) congratulate Arizona State University and its faculty and administrators for the inauguration of the School of Transborder Studies.

Special congratulations go out to ASU President Michael Crow and School of Transborder Studies Director Carlos G. Vélez-Ibáñez.

With roots as the Department of Chicana/o Studies, the School of Transborder Studies has evolved to include transnational and transborder populations, with a broader scope of social and economic dynamics of Mexico and Latin America. Research units include the Program on Comparative Border Studies, the Sonoran Consortium, a Community Action Board, a Clearing House for Student support, and a cooperative relation with the Southwest Borderlands Research Initiative, expanding the school's mission to include issues and solutions that are inclusive of the points of origin of Latino populations.

"The School represents the result of more than two years of study and consideration by its faculty and the President, the Provost, and the Dean of Social Sciences. We have been given the opportunity to develop and implement academic and innovative studies that address and attempt to solve the myriad issues facing the transborder region," said Dr. Vélez-Ibañez. "By training cadres of undergraduate and graduate students, the School will have a direct and embedded role in the solutions to regional and transborder problems. Without the cooperation and support of Azteca America this entire effort would have been much more difficult to accomplish and we welcome all to attend the launch and as well to visit our highly expanded new offices on campus."

As part of the inauguration festivities, Azteca America and Fundación Azteca America are co-sponsoring a conference entitled: "A Public Conversation: Beyond the Present, Thinking the Futures of Economy, Migration and Citizenship into the 21st Century" to be held at ASU on May 11.

The event will include a keynote address by Jorge Durand, Professor of Anthropology at the University of Guadalajara and Foreign Associate of the National Academy of Sciences, as well as a panel discussion that will include participation by Professor Durand, Professor Vélez-Ibañez and other notable School of Transborder Studies faculty. The conference will also include a special address by Azteca America CEO Martin Breidsprecher.

"Understanding the origins and history of migration is a key component of harmonizing the Latino community and its values with other culture in America," said Luis J. Echarte, Chairman of Fundación Azteca America and Azteca America Network. "The most powerful tool for our community is education."

The conference is part of a series of conferences on immigration that Fundación Azteca America has sponsored throughout the country.

About Azteca America

Azteca America is the alternative choice in broadcast television for Spanish speaking families residing in the United States. Azteca America operates in 66 markets nationwide and can also be seen on DIRECTV Mas Channel 441 (AZA 441) and DISH Network Channel 825. Wholly owned by Mexican broadcaster Azteca, S.A.B. de C.V., Azteca America has access to the best programming from Azteca's three national networks, including a library with over 200,000 hours of original programming and news from local bureaus in 32 Mexican states. The network complements Mexican programming with an innovative line-up of shows from international producers and distributors to ensure the finest programming for Spanish-speaking viewers and unique advertising solutions for partners seeking to reach the most dynamic market in the country. Azteca America is a Grupo Salinas Company (www.gruposalinas.com), founded by the Mexican entrepreneur Ricardo Salinas Pliego (www.ricardosalinas.com).

About Fundación Azteca America

Fundación Azteca America is a non-profit organization dedicated to improving the quality of life for members of the Hispanic community currently in the U.S. Fundación Azteca America, Fundación Azteca, Azteca America and Azteca are companies of Mexican conglomerate Grupo Salinas. For more information, visit www.fundacionaztecaamerica.org.

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