



## **MEDIA ADVISORY**

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### **La Casa de Esperanza's 44<sup>th</sup> Anniversary Celebration Highlights Partnership that Build Self-Sufficiency for Low-Income Families** *Honoring business and community leaders for their community service*

WAUKESHA, Wis. – Tonight, Friday, February 26, La Casa de Esperanza will host its 44<sup>th</sup> Anniversary Celebration in the Col. Agustin A. and Gloria A. Ramirez Multipurpose Room at its community center, 410 Arcadian Avenue, Waukesha. The event will begin at 5 p.m. with a reception and silent auction. The evening's schedule is as follows:

- 5 p.m. – 6 p.m.: Reception and silent auction
- 6 p.m.: Authentic Hispanic gourmet dinner catered by Café Esperanza
- 7 p.m. – 8:30 p.m.: Program and awards presentation

The event will be co-Emceed by Alina Machado and Raul Saenz. Machado, formerly a television journalist for CBS 58 and Telemundo 63, recently relocated to North Carolina to take a position at ABC 11 Eyewitness News. Saenz is not only the Operations Director for ESPN Deportes, but he is the Spanish play-by-play voice of the Milwaukee Brewers.

Event speakers include City of Waukesha Mayor Larry Nelson, County Executive Dan Vrakas, District Attorney Brad Schimel and Wisconsin Housing and Economic Development Authority Executive Director Antonio Riley.

Ms. Emmy LaBode will receive the 2010 Legacy Award at the event. Recently retired from her role at Quad/Graphics as the Vice President of Employee Services, LaBode has not only championed Quad/Graphics' involvement with La Casa de Esperanza by putting her unbridled energy and enthusiasm into matching Hispanic and other community members with jobs at the company, she also serves on La Casa de Esperanza's Foundation Board. For her unwavering support of the agency, La Casa de Esperanza is extremely honored to present LaBode with the 2010 Legacy Award.

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**“La Casa de Esperanza’s 44<sup>th</sup> Anniversary Celebration,” continued...**

In addition to the Legacy Award, Service and Founders Awards will be given at the event. The following former board members will receive service awards: Lynn Revoy, Cecilia Deal and Robert Young. The Founders Awards will be given to Kenneth and Claire Crouch and Carol Warren, who were instrumental in establishing the agency in 1966. A check totaling \$5,200 will be given to The Scholastic Fund for Student of Hispanic Descent, which supports higher education opportunities for Hispanic youth in the Waukesha area. The donation to the Scholastic Fund is proceeds from La Casa de Esperanza’s 2009 Hispanic Heritage Month Celebration last fall.

Over 500 state and local officials, community leaders, business owners and professionals attend La Casa de Esperanza’s anniversary celebration every year. The media is cordially invited to participate. To confirm attendance, please call La Casa de Esperanza’s Director of Communications and Fund Development Meghan Sprager at (414) 350-5858.

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For nearly a half century, La Casa de Esperanza has been committed to offering hope, help, and opportunity to children, individuals, and families in need through comprehensive services that provide for full social and economic participation in society, with emphasis on the Hispanic population. Annually, the agency serves more than 15,000 people of all races and ethnicities by helping them build bridges to self-sufficiency.