



For immediate release
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ESPERANZA'S SHORT FILM "NO TE RINDAS" WINS BEST DVD FILM AT ARPA AWARDS

October 23, 2007, Philadelphia, PA – Esperanza's short film "No te Rindas" (Don't Give Up) won Best DVD – Short or Full Length Film at the 7th Annual ARPA Awards, celebrated last Saturday, October 20th at the Metropolitan Theater in Mexico City. The ARPA Award is the highest recognition the National Academy of Christian Music and Arts gives for artistic or technical merit in this genre. The short film, which was produced in association with CanZion Group, is part of Esperanza's "Tú Eres La Respuesta" (You Are the Answer) education and prevention campaign to help raise awareness about HIV/AIDS in the Hispanic community. The theme song from the campaign's musical CD also received a nomination in the Song of the Year category.

Through the short film and the campaign, Esperanza has made significant strides in mobilizing Latino clergy across the country to take the lead in fighting AIDS through awareness, education and compassion in their churches and in their communities. In doing so, the clergy are helping to break down the taboos associated with HIV/AIDS. The campaign provides resources to understand the devastating effects of HIV/AIDS on the Hispanic community. "We feel honored by this award, but as people of faith, it is our Christian duty to care for the sick in our community, including those suffering from HIV/AIDS," said the Rev. Luis Cortés, Jr., President of Esperanza. "While there is currently no cure for AIDS, education is prevention and a method for all to understand we are the answer to the call for help, which is the reason behind our campaign."

The "Tú Eres La Respuesta" (You Are the Answer) campaign earned the Rev. Luis Cortés, Jr. a Red Ribbon Leadership Award for Communications, awarded by the National HIV/AIDS Partnership on December 2006. In addition to the film, the campaign includes a music video, PSAs, books, and a CD of inspirational music featuring leading Hispanic recording artists, all of whom donated their time and talent.

The Reverend Luis Cortés, Jr. is President of Esperanza, the largest Hispanic faith-based community development corporation in the country. With a national network of 10,000 faith- and community-based agencies, Esperanza is one of the leading voices for Hispanics in America. For more information, go to www.esperanza.us.

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