



The Latin Recording Academy®

Latin Academy of Recording Arts & Sciences, Inc.

www.latingrammy.com

For Immediate Release

THE LATIN RECORDING ACADEMY® AND MCDONALD'S® TO HOST LATIN GRAMMY® IN THE SCHOOLS PROGRAMS ACROSS THE COUNTRY

Educational Program Offers High School Students an Insight into the Various Careers in the Music Industry

MIAMI (Sept. 24, 2009) — The Latin Recording Academy® and McDonald's® will host **Latin GRAMMY In The Schools** programs in **New York, Chicago, Miami, Los Angeles, and Dallas**, it was announced today. This educational program is an initiative of The Latin Academy to provide students who are interested in pursuing careers in the music industry the opportunity to learn from musicians, songwriters, producers, record label executives and other members of the recording industry about the various career choices within the music business. McDonald's will serve as presenting sponsor of the program for the second year.

"The Latin Recording Academy is thrilled to once again offer students this exciting education initiative and highlight the various career choices within the music industry," said Gabriel Abaroa, President of The Latin Recording Academy. "This is one of the initiatives that The Latin Academy is most proud of as we connect successful musicians and business people with future musicians and executives. We thank McDonald's for their continued support and we look forward to another grade A+ Latin GRAMMY In The Schools program."

"This program is a natural extension of our ongoing celebration of Latin music and of our commitment to Hispanic education," said Cristina Vilella, director, U.S. marketing for McDonald's. "It's another way that McDonald's helps students realize their dreams by linking them directly with experts who can give them practical advice and guidance in starting their careers."

The Latin GRAMMY In The Schools program is scheduled to visit Celia Cruz Bronx School of Music in Bronx, N.Y on Sept. 25; Benito Juarez Community Academy in Chicago on Oct. 2; Coral Park Senior High School in Miami on Oct. 9; the GRAMMY Museum in Los Angeles on Oct. 16; and Booker T. Washington High School for the Performing Arts in Dallas on Oct. 23. Additional program taking place in Las Vegas will be announced shortly.

Additionally, making stops at each of the programs will be the Fiesta Tour McDonald's® Music Experience — a traveling music exhibit that features memorabilia from more than 50 Latino artists who have contributed to the advancement of music, culture and education. The music exhibit is housed in a 70-plus foot vehicle and includes a walk-through display of artifacts and memorabilia and great moments in Latin music history. Organized by decades, from the 1950s to the present, the exhibit includes items from Celia Cruz, Thalía, Ricky Martin, Daddy Yankee, Alejandro Sanz, Pepe Aguilar, Beto Cuevas, Maná, and Ivy Queen just to name a few.

The music exhibit brings to fans the experience of being "up close and personal" with their favorite musicians right in their very own communities. The Fiesta Tour McDonald's Music Experience area also includes a live DJ, an interactive dance area, and information about the RMHC®/HACER® Scholarship Program.

(more)

Latin GRAMMY in the Schools Program 2009

Page 2

The milestone 10th Annual Latin GRAMMY Awards, set for Nov. 5 at the Mandalay Bay Events Center in Las Vegas, will be broadcast live on the Univision Network from 8 – 11 p.m. ET/PT (7 p.m. Central).

About The Latin Recording Academy

The Latin Recording Academy is an International, membership-based organization comprised of Spanish- and Portuguese-speaking recording artists, musicians, songwriters, producers and other creative and technical recording professionals. The organization is dedicated to improving the quality of life and cultural condition for Latin music and its makers. In addition to producing the Latin GRAMMY Awards to honor excellence in the recorded arts and sciences, The Latin Recording Academy provides educational and outreach programs for the Latin music community. For more information about The Latin Recording Academy, please visit www.latingrammy.com. For breaking news and exclusive content, join the organization's social networks as a Twitter follower at www.twitter.com/latingrammys, and a Facebook fan at www.facebook.com/latingrammys.

About McDonald's

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local franchisees. For more information on McDonald's visit www.mcdonalds.com or log on at any of the 10,000 Wi-Fi enabled McDonald's U.S. restaurants.

###

MEDIA CONTACT:

Lourdes López/The Recording Academy/310.392.3777/LourdesL@grammy.com

For McDonald's:

Cristina Alfaro/McDonald's/630.623.6432/cristina.alfaro@us.mcd.com

Aimee Dueñas/Valencia, Pérez & Echeveste/626.403.3200 ext. 210/aimee@vpepr.com