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KQED CELEBRATES LATINO HERITAGE MONTH IN SEPTEMBER

-- *Four local heroes honored at ceremony September 14 co-hosted by Wells Fargo and Verizon* --
-- *Film screening September 29 at San Jose's Mexican Heritage Plaza* --
-- *Over 100 Latino-related programs will air on KQED* --

San Francisco, California, August 29, 2011 – This September, KQED proudly celebrates the culture, heritage, and impact of the Latino experience in the United States. This month-long commemoration includes special programming and an event honoring outstanding local leaders who have given their time, creativity, and passion to the Latino community.

The special evening of recognition, hosted by KQED, Wells Fargo, and Verizon, takes place on Wednesday, September 14 at the KQED studios from 6 to 8:30pm. There will be live entertainment by the Pete Escovedo Latin Jazz Ensemble, a tour of KQED broadcast studios, an awards ceremony, and a preview of upcoming Latino-themed programming airing on KQED in September.

The four honorees have been chosen based upon their commitment and contributions to their local communities and the Bay Area community at large.

The 2011 Latino Heritage Month Local Hero honorees are:

- **Erick Arguello** (Lower 24th Street Merchants and Neighbors, San Francisco)
- **Maximiliano Cuevas, M.D.** (Clinica de Salud del Valle de Salinas, Salinas)
- **Joel Ruiz Herrera, Ed.D.** (Gilroy Unified School District, Gilroy)
- **Veronica Majano** (Mission Neighborhood Resource Center, San Francisco)

KQED, the School of Arts and Culture, and other community groups in San Jose will sponsor a screening of the film *The Storm that Swept Mexico* on September 29 from 7 to 9:30pm at the Mexican Heritage Plaza. The documentary tells the gripping story of the Mexican Revolution of 1910, the first major political and social revolution of the 20th century. The evening will feature a discussion with local historians. Translation devices available on request.

KQED will feature over one hundred television programs that focus on Latino themes and issues throughout the month of September. Highlights include:

- ***This is Us: Latino Heritage* – Wednesday, September 7 at 7pm on KQED Plus**
Produced by KQED, *This is Us* profiles the remarkable people in our own backyard. In this episode, visit the Mission at San Juan Baustista with archaeologist Dr. Ruben Mendoza, meet famed playwright/film director Luis Valdez, and discover the history of the first 30 families in California with 8th generation Californian Greg Smesstad.
- ***Mexico: The Royal Tour* – Sunday, September 18 at 7pm on KQED 9**
CBS travel editor Peter Greenberg joins Mexican president Felipe Calderón for a history-making television special showcasing Mexico in a way no visitor has ever seen the

country before - through the eyes of its leader. This personal tour offers viewers unique access to extraordinary locations, landmarks, and cultural experiences.

- ***Not In Our Town: Light in the Darkness* – Wednesday, September 21 at 10pm**
The third program in a series about communities standing up against hate crimes, this film follows a series of attacks against Latino residents in Patchogue, New York that ended with a tragic killing. But a diverse group of residents rally to confront the anti-immigrant bias in their town and repair the fabric of their community life.
- ***Cruz Reynoso: Sowing the Seeds of Justice* – Monday, September 20 at 10pm**
The compelling biography, told through a combination of archival footage and interviews, charts Cruz Reynoso's humble origins, his appointment to the California Supreme Court (the first Latino justice to serve in the state's highest court), and more recently, his leadership on the US Commission on Civil Rights.

Programs and resources are listed in KQED's online Latino Heritage Month Resource Guide with program listings and descriptions in English and Spanish. To download a copy or to learn more about our Latino Heritage Month programs and events, visit kqed.org/heritage.

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About KQED

KQED (kqed.org) has served Northern California for more than 50 years and is affiliated with NPR and PBS. KQED owns and operates public television stations KQED 9 (San Francisco/Bay Area), KQED Plus (San Jose/Bay Area), and KQET 25 (Watsonville/Monterey); KQED Public Radio (88.5FM San Francisco and 89.3FM Sacramento); the interactive platforms kqed.org and KQEDnews.org; and KQED Education. KQED Public Television, one of the nation's most-watched public television stations, is the producer of local and national series such as *QUEST*; *Check, Please! Bay Area*; *This Week in Northern California*; *Truly CA*; and *Essential Pépin*. KQED's digital television channels include 9HD, KQED Life, KQED World, KQED Kids, and KQED V-me, and are available 24/7 on Comcast. KQED Public Radio, home of *Forum* with Michael Krasny and *The California Report*, is one of the most-listened-to public radio stations in the nation with an award-winning news and public affairs program service delivering more than eighteen local newscasts daily. KQED Interactive provides KQED's cross-platform news service, KQEDnews.org, as well as offers several popular local blogs, video and audio podcasts, and a live radio stream at kqed.org. KQED Education brings the impact of KQED to thousands of teachers, students, parents, and the general public through workshops, community screenings, and multimedia resources.

About Wells Fargo

Wells Fargo & Company (NYSE: WFC) is a nationwide, diversified, community-based financial services company with \$1.3 trillion in assets. Founded in 1852 and headquartered in San Francisco, Wells Fargo provides banking, insurance, investments, mortgage, and consumer and commercial finance through more than 9,000 stores, 12,000 ATMs, the Internet (wellsfargo.com and wachovia.com), and other distribution channels across North America and internationally. We want to help all of our customers succeed financially and create long-term economic growth and quality of life for everyone in our communities. In 2010, the Company invested a record \$219 million in grants in 19,000 nonprofits, and team members contributed more than 1.3 million volunteer hours around the country. For more information, please visit: www.wellsfargo.com/about/csr.

About Verizon Wireless

Verizon Wireless operates the nation's fastest, most advanced 4G network and largest, most reliable 3G network. The company serves 106.3 million total wireless connections, including 89.7 million retail customers. Headquartered in Basking Ridge, N.J., with 83,000 employees nationwide, Verizon Wireless is a joint venture of Verizon Communications (NYSE, NASDAQ: VZ) and Vodafone (LSE, NASDAQ: VOD). For more information, visit www.verizonwireless.com. To preview and request broadcast-quality video footage and high-resolution stills of Verizon Wireless operations, log on to the Verizon Wireless Multimedia Library at www.verizonwireless.com/multimedia.