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VIDEO: El Aviso Magazine Kicks Off Futbol Fantastico for Southern California Hispanic Community With Dynamic Campaign From Power Media Group

Saturday May 29, 2010 - 04:00 AM EDT
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SANTA CLARITA, CA, May 29, 2010 /24-7PressRelease/ -- Mexican immigrants to the United States don't always make it to the front cover of mainstream news media for the right reasons, so a small business venture which began making waves in the Hispanic community with its own news as "El Aviso" 23 years ago - is drawing attention in its newest venue on the air waves with a 14-week on-air promotion, "Futbol Fantastico", in conjunction with broadcast reports on soccer in South Africa.

Power Media Group Inc. - a thriving Hispanic-owned advertising agency skillful in building relationships and brands with the Hispanic consumers - created El Aviso as a tie-in with the World Cup, in collaboration with Radio Exitos 93.9FM.

For El Aviso to become involved in soccer as a means to increase visibility among the Hispanic community is logical: nearly 47 million Hispanics reside in the U.S. as the Census reports, and 85 percent have roots in countries where soccer is the dominant sport; beyond those numbers, there's the composition of the Major League Soccer fan base, of which 33 percent is Hispanic.

"Futbol Fantastico" showcases Alfredo Dominguez Muro - founder and creator of ESPN Espanol - and his live daily World Cup reports from South Africa, and highlights El Aviso Magazine sponsorship. While drawing World Soccer Cup enthusiasts to the El Aviso name, Power Media Group is helping to grow top-of-mind awareness of El Aviso and to develop the www.ElAviso.com online audience.

Friday promotions provide a lucky winner with a \$1,000 jackpot from El Aviso, helping community residents struggling with employment. Radio Exitos' 93.9 also airs the "Job of the Week" from El Aviso and will feature and distribute El Aviso Magazine.

El Aviso Founder and Publisher Jose Zepeda affirms his dream of creating a free magazine for his community seemed impossibly beyond reach in 1988, but with a half dozen employees in the back of a Huntington Park travel agency - without a printer - his vision took root. From 24 black-and-white pages, Zepeda admits the premier issue is far from the bright, colorful publication of today.

El Aviso now employs over 100 employees, many who have been with the organization since the beginning. Over 6,000 distribution points present 275,000 weekly copies, with a reach to over 4,000,000 Hispanic readers in 6 different zones around Southern California.

"While many magazines are closing shop, we're going cover-to-cover with major competitors in an expanded region," stated Zepeda.

ABOUT EL AVISO

Since El Aviso Magazine began publication in 1988, it has been published and distributed on-time and non-stop 52 weeks a year. El Aviso Magazine, managed by Jose Zepeda and his wife, Jessica Maes Zepeda, is provided free of charge to the public and reaches over 4,000,000 potential readers per month.

ABOUT POWER MEDIA GROUP:

Power Media Group, Inc. is an Advertising & PR Agency that specializes in creating all inclusive Spanish language campaigns for high-profile clients seeking to reach the \$1 trillion buying power booming Hispanic market, through Printing, Radio, TV, Outdoors, PR, Customer Service, Events and Promotions.

Some of Power Media Group, Inc. recent accomplishments include:

- Patricia Gracia-United States SBA Minority Small Business Champion of the Year 2010
<http://www.powermediagroup.com/awards.html>
- Patricia Gracia, Winner of the 2010 Los Angeles Business Journal "Woman Making a Difference Award in the Rising Star," category.
- Power Media Group, Winner of the 2010 ADDY Awards for Excellence in the following categories: Web site Design, Local Radio Creative, Logo & Company Image
<http://www.powermediagroup.com/awards.html>
- Patricia Gracia, panelist to the Latin Business Association 2009 annual conference and expo, presented, "The Transforming Role of Latinas in Business"
<http://www.powermediagroup.com/what.html>
- 2009 Addy Awards for Excellence in Creativity for a TV ad in the General Market - Catalog Sales.
<http://www.powermediagroup.com/addy.html>

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- Patricia Gracia, Winner of La Opinion 2009 Distinguished Woman in the category of Business and Technology.
<http://www.powermediagroup.com/awards.html>

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- Patricia Gracia, nominated for the Santa Clarita Valley Business Leadership Awards and for Women in Business 2009 Award.

- Tony Gracia, nominated by the San Fernando Business Journal as one of the Top Valley's CFO of 2009.

- Power Media Group named among the 50 Fastest Growing Private Companies of 2009 by the San Fernando Valley Business Journal.
<http://www.powermediagroup.com/awards.html>

- Power Media Group, Winner Latin Business Association 2008 Sol Award as Business of the Year.
<http://www.powermediagroup.com/what.html>

- Commended by Los Angeles County Board Supervisor Mike Antonovich and U.S.Congressman Howard "Buck" McKeon - 25th District of California, among others.
<http://www.powermediagroup.com/recognitions.html>

- July 2008-SBA qualification, for a real estate loan -acquisition of an 11,000 square-foot commercial building, a new home for clients and customers
http://www.powermediagroup.com/pmg_opening.html

TV- VIDEOS:

-Telemundo Interview Al Rojo Vivo:
<http://www.youtube.com/watch?v=XWFlaXHOYc>

-Univision Interview Tony Gracia - Donde estan los trabajos?
http://www.powermediagroup.com/tony_interview.html

-Univision Interview Patricia Gracia - Mujeres Sobresalientes Segment:
http://www.youtube.com/watch?v=JzLVICwBzQs&feature=player_embedded

CONTACT:

Patricia Gracia
POWER MEDIA GROUP INC.
17960 Sierra Highway
Santa Clarita, CA 91351
PHONE. 661-505-1009
FAX. 661-430-5491
EMAIL: patricia@powermediagroup.com;
http://www.powermediagroup.com/radio_elaviso.html

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