



**AMISTADES, INC. TO BE RECOGNIZED BY GOVERNMENTS OF
UNITED STATES AND MEXICO: WHITE HOUSE NATIONAL BRIGHT SPOT
IN EXCELLENCE FOR HISPANIC EDUCATION**

Tucson, Arizona (February 23, 2016): The Consul of Mexico in Tucson, Ricardo Pineda Albarrán, will host a press conference to announce the bi-national multi-organizational recognition of Amistades, Inc. (Amistades), a non-profit organization in Pima County whose work focuses on four areas: substance abuse prevention services for high-risk youth and families, family support services for low-income populations, training for health and human services providers, and cultural enrichment initiatives.

Amistades was the only organization in Pima County to be selected in 2015 by the White House Initiative on Educational Excellence of Hispanics for the prestigious Bright Spot recognition. Pima County Attorney Barbara LaWall, Sheriff Christopher Nanos and a representative from the U.S. Drug Enforcement Agency will speak about their invaluable relationship with Amistades.

“We are proud to host this event in recognition of Amistades, an important ally whom we share a common goal of working in benefit of a stronger community” said Ricardo Pineda, Consul of Mexico in Tucson

In late 2015, the White House announced that Amistades was a Bright Spot in Excellence for Hispanic Education. Amistades was selected for its use of holistic perspectives to support Latino families by building from their inherent strengths and providing them with the resources needed to achieve educational and life success. “There has been notable progress in Hispanic educational achievement, and it is due to the efforts of these Bright Spots in Hispanic Education, programs and organizations working throughout the country to help Hispanic students reach their full potential,” said Alejandra Ceja, Executive Director of the White House Initiative (www.ed.gov/Hispanicinitiative).

According to the White House, nearly one in four students in our nation’s public schools is a Hispanic youth. In just the next few decades, Hispanics will represent nearly 1/3 of American workers. For Tucson, Geoscape American Marketscape states that by 2020 Hispanics will grow by approximately 45,467 (11%) for a total of 428,975 (48%) of the population.

“It is an honor to be recognized alongside other Latino-serving organizations, programs, and schools also fighting for racial equity and fostering educational achievement,” said Ricardo M. Jasso, Founder & CEO of Amistades.

Amistades was founded in 2006 and has established itself as a leader in the non-profit community by developing and implementing prevention programs and activities grounded in grassroots outreach and best practices. The mission of Amistades is to provide culturally competent education, prevention, and early intervention services to disconnected Latino youth, families, and communities in Pima County and Southern Arizona.

Please join us for this important event:

Date: March 3, 2016

Time: 10:00 AM

Place: Consulate of Mexico, 3915 E. Broadway Blvd. Tucson. AZ. 85711

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