



FOR IMMEDIATE RELEASE
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Student Orchestra from Los Angeles and Mexico to Perform at White House Cinco de Mayo Celebration

*Performance demonstrates transformative power of music,
Exemplifies U.S.-Mexico partnership*

Washington, DC – Students from the Esperanza Azteca Youth Orchestras in Los Angeles and Puebla, Mexico will perform during the White House's Cinco de Mayo celebration today.

The invitation to perform comes after the 2014 launch of the Los Angeles orchestra, the first Esperanza Azteca in the United States, and serves as recognition of the program's positive influence in the lives of thousands of underprivileged youth. With students from both the United States and Mexico, the performance represents the special relationship between the countries, while also honoring those who fought bravely on May 5, 1862 in the Battle of Puebla.

Founded in Mexico in 2009 by Ricardo Salinas, chairman and founder of Grupo Salinas and its Fundación Azteca, the Esperanza Azteca program has grown to include 80 orchestras and choirs throughout Mexico, El Salvador and – most recently – the United States. Through after school programming, Esperanza Azteca provides more than 16,000 school children ages 5 to 18 the opportunity to learn to play a musical instrument in a positive environment where they develop creative skills, resiliency, strong work ethic and determination. The program plans to expand to New York City and other U.S. cities.

“It is thrilling to see these hardworking student-musicians from Los Angeles and Puebla recognized by the White House, especially on Cinco de Mayo,” said Ricardo Salinas, founder of Grupo Salinas. “President Obama and other audience members will be blown away by their performance. But more importantly, they will be inspired by the hard work these young musicians have put in, all while learning valuable life lessons of teamwork, positive self-esteem and perseverance.”

The Los Angeles Esperanza Azteca orchestra was launched in October 2014 as a public-private partnership between Grupo Salinas, the City of Los Angeles and other community partners. More than 200 Los Angeles school children are participating in the program's inaugural year, with plans to expand during the 2015-2016 school year. Five students from Los Angeles are joining 15 students from Mexico for the White House performance; many of the American musicians are making their concert debut.

“The Esperanza Azteca program demonstrates the power of collaboration between government, business and nonprofit organizations in improving the lives and education of Los Angeles children and strengthening our community,” said Los Angeles Mayor Eric Garcetti. “We

congratulate all of the students for their hard work and dedication and hope they ‘break a leg’ in their performance for President Obama.”

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About Esperanza Azteca

Esperanza Azteca is a network of youth orchestras and choirs that provide young people from low-income families a better quality of life. We seek to form better human beings through music. The project is a joint effort among local communities, local, state and federal governments, spearheaded by Fundación Azteca. The program currently features 80 orchestras in Mexico, El Salvador and the United States, encouraging values such as discipline, excellence and teamwork in over 16,000 talented youth. For more information, visit www.fundacionazteca.org or Twitter @EsperanzaAzteca

About Grupo Salinas

Grupo Salinas (www.gruposalinas.com) is a group of dynamic, fast growing, and technologically advanced companies focused on creating shareholder value, building the Mexican middle class, and improving society through excellence. Created by Mexican entrepreneur Ricardo B. Salinas (www.ricardosalinas.com), Grupo Salinas operates as a management development and decision forum for the top leaders of member companies. These companies include: Azteca (www.tvazteca.com.mx; www.irtvazteca.com) Azteca America (www.aztecaamerica.com), Grupo Elektra (www.grupoelektra.com.mx), Banco Azteca (www.bancoazteca.com.mx), Advance America (www.advanceamerica.net), Afore Azteca (www.aforeazteca.com.mx), Seguros Azteca (www.segurosazteca.com.mx), Totalplay (www.totalplay.com.mx) and Enlace TPE (www.enlacetpe.com.mx). Each of the Grupo Salinas companies operates independently, with its own management, board of directors and shareholders. Grupo Salinas has no equity holdings.

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