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**THE HISPANIC 100 FOUNDATION'S 6th ANNUAL LIFETIME ACHIEVEMENT AWARD GALA
TO HONOR ACTOR DANNY TREJO**

The Mentor Program prepares today's youth to be tomorrow's leaders by establishing relationships between young Hispanic students and influential Hispanic leaders

Orange County, Calif. (September 9, 2015) – The Hispanic 100 Foundation, ever advancing its mission of educating tomorrow's leaders, proudly announces its 6th Annual Lifetime Achievement Award Gala honoring actor **Danny Trejo**. The event will take place on **October 3, 2015** at the Balboa Bay Club & Resort in Newport Beach starting at 6:00 pm. The Lifetime Achievement Award Gala is Hispanic 100's largest fundraising event with proceeds benefiting the Foundation's Mentor Program. Texas Governor, Rick Perry, will be delivering the keynote address. www.hispanic100.org

"We are excited to be honoring Danny Trejo as this year's lifetime achievement award recipient. His personal and professional accomplishments are commendable, and his dedication to community outreach is both honorable and invaluable," said **Mario Rodriguez**, Chairman of Hispanic 100.

"Danny Trejo proves that anything is possible, that achieving the American Dream is within reach for everyone. His dedication to humanity and improving his community are both respectable and admirable. From champion boxer in jail to champion on the big screen, he is proof that anyone can achieve great success through determination, dedication, and perseverance," added **Julio Gudiño**, Board Member and chair of this year's gala.

Award-winning actor Danny Trejo has had one of the most prolific careers in Hollywood. From surviving imprisonment to helping people battle drug addiction, to acting and producing, Danny Trejo has starred in dozens of blockbuster and cult classic hits such as *Sons of Anarchy*, *Desperado*, *Heat*, *From Dusk Till Dawn*, *Con Air*, *Once Upon a Time in Mexico*, the *Spy Kids* movies, *Grindhouse*, *Machete*, *Machete Kills* and many others.

Past Hispanic 100 Lifetime Achievement Award honorees include actor and activist **Esai Morales**; chair of the Board, US Hispanic Media, Inc., **Monica Lozano**; singer, **Vicky Carr**; actor, **Tony Plana** and the Oscar nominated actor **Edward James Olmos**.

The Hispanic 100 Foundation wishes to thank this year's Gala sponsors AAA, AltaMed, Allstate, AT&T, Chase Bank, Chevron, Chisme Inc., Coca-Cola, Concordia, Disney, Dorsey & Whitney, Greenberg-Gross, Lincoln Club, Luminara, New Majority, OCHCC, Pacheco & Pacheco, Poseidon, RJ International, SCE, Savvy Traveler, Simon Foundation, SingerLewak, Southwest Airlines, TCA, Union Bank, Waste Management and Walmart.

For more information on sponsorship opportunities for the Gala and/or for the Hispanic 100 Foundation, please visit www.hispanic100.org or contact Michelle Rose at michelle@hispanic100.org. To become a mentor or mentee, please visit www.hispanic100.org for more information.

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ABOUT HISPANIC 100 FOUNDATION

The Hispanic 100 Foundation, established in 2013, is a 501 (c)(3) non-profit organization that provides educational advancement opportunities to today's Hispanic youth through the establishment of a Mentor Program. By establishing relationships and connections between young Latinos, ages 18 through 25, with prominent business, political, and nonprofit leaders involved in Hispanic 100, the Foundation continues to advance its mission of providing educational opportunities for tomorrow's leaders.