



Let's get it done.

June 1, 2017

I-LEAD Charter School
Angel Figueroa
401 Penn Street
Reading, PA, 19601

Dear Mr. Figueroa,

We are honored to announce the kick off to this year's largest Latino / Hispanic gathering - Latino Ball 2017.

Congratulations! Your organization has been chosen as an awardee for Lo Mejor de Lo Mejor - The Best of the Best. Organizations are recognized at 2017's Latino Ball as part of an elite list of organizations in providing excellent customer service to Latinos.

This year's theme is all about Puerto Rico. Our guests will embark on an unforgettable evening in Old San Juan, featuring cultural performances from artists around our Commonwealth and our county. While our guests enjoy an evening filled with arts, culture and Puerto Rican heritage we will pay tribute to some of Puerto Rico's legends like *Tito Puentes & Hector Lavoe*, the Kings of Salsa Music!

The highlight of the event are the awards - Lo Mejor de Lo Mejor, again - Congratulations!

This year we expect over **500 guests, with live music, entertainment, speeches, greetings and much more!**

THE DETAILS

5th ANNUAL LATINO BALL

A Tribute to Puerto Rico's Old San Juan

Mystery Venue

October 14th, 2017

6PM - General Admission

7:30PM - Program

Last year's event was a complete success with over three hundred and thirty attendees and over forty behind the scenes volunteers and community members.

George Fernandez
Chief Executive Officer

Latino Connection is proud to announce our 5th Annual Latino Ball & *“Lo Mejor de Lo Mejor”* — The Best of the Best awards! Through Lo Mejor de lo Mejor, we honor companies and local businesses that are making strides in providing excellent customer service to Latinos.

Congratulations to the following companies and businesses for their ongoing efforts to make a difference in the Latino community. During Hispanic Heritage Month, we recognize the companies below for their hard work and for going above and beyond to serve our Latino neighbors.

The companies below will be recognized at our 5th Annual Latino Ball on October 14th, 2017 at a mystery venue which will be disclosed on October 1st, 2017.

PILLAR CATEGORY & HONOREE: *Food & Grocery: Giant Food*

Bank: Wells Fargo

Cars: Faulkner Honda

Chamber of Commerce : Greater Philadelphia Chamber of Commerce

Credit Union: Members 1st FCU

Education: I-LEAD Charter School

Entertainment & Television: Comcast, NBC Universal & Telemundo

Hospital: Pinnacle Health Hospital System & Pinnacle Health Foundation

International: The Hershey Company

Law Firm: HGSK Law Firm

Logistics: United Parcel Service

Non Profit: Latin American Cultural Center

Health Care: Health Partners Plan Foundation

Wireless: Sprint Wireless

About Latino Connection: A non traditional marketing and communication firm with offices in Harrisburg, Philadelphia & Washington DC assisting community, business, education and government entities in strategies to reach the largest growing demographic in Pennsylvania and the United States – Latinos!