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AHAA Adds San Antonio Mayor Julián Castro to its Conference Agenda Mayor Castro to provide keynote address at the AHAA 2013 Conference

McLean, VA, February 7, 2013 – AHAA: The Voice of Hispanic Marketing announced San Antonio Mayor Julián Castro will deliver a keynote address on Tuesday, April 30 at 9:30 a.m. at the AHAA 2013 Conference, in partnership with FIAP (Festival Iberoamericano de Publicidad) and Círculo Creativo. One of the most influential Latinos in the political sphere, Mayor Castro will discuss the power of the Hispanic vote, how it affects policy and the business landscape. This session will be followed by a point/counter point session “Red vs. Blue Approaches to the Hispanic Market,” in which representatives from the Republican and Democrat parties discuss platforms and strategies to win over the Hispanic vote.

First elected to his post in San Antonio in May of 2009, Mayor Castro is the youngest mayor of a Top 50 American city. Throughout his tenure, Mayor Castro has focused on attracting well-paying jobs in 21st century industries, positioning San Antonio to be a leader in the New Energy Economy and raising educational attainment across the spectrum. As a result of his policies, the Milken Institute ranked San Antonio the nation’s top-performing local economy.

In March 2010, he joined executives from Google and Twitter in being named to the World Economic Forum’s list of Young Global Leaders. Later that year, *Time Magazine* placed him on its “40 under 40” list of rising stars in American politics 2010. He recently rose to national attention when he became the first Hispanic ever to deliver a keynote address at the 2012 Democratic National Convention.

For more information on Mayor Julián Castro, please visit <http://www.mayorcastro.com>.

The AHAA Conference, the FIAP Awards and the USH Idea Awards are presented by AHAA in partnership with FIAP and Círculo Creativo. To register for the conference, please visit <http://ahaa.org> and follow all conference chatter on Twitter using the hashtag #thinkahaa.

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About AHAA: Headquartered in McLean, VA, AHAA: The Voice of Hispanic Marketing represents the best minds and resources dedicated to Hispanic-specialized marketing. Companies trying to reach and connect with Hispanic consumers turn to AHAA members for unmatched cultural expertise and knowledge. As the voice of the Hispanic marketing industry

since its founding in 1996, AHAA demonstrates the value of targeting Hispanics, showcases the impact of using AHAA member agencies, and provides forums for the discussion and dialogue between brands and industry professionals.

About Círculo Creativo: Círculo Creativo is a non-profit organization that represents creative directors, producers and ad planners of the Spanish-language advertising industry on a national and international basis. The U.S. chapter, which was founded in 1999 in Miami, is devoted to raising the level of creative advertising in the Hispanic market and establishing archives of best-in-class Spanish-language advertising; educating and cultivating new talent; and providing leadership and open communication for its members. For more information about Círculo Creativo, please visit www.circulo creativo.org, and follow @circulousoa on Twitter.

About FIAP: FIAP, Festival Iberoamericano de la Publicidad or Ibero-American Advertising Festival, was created in Argentina in 1969 to promote and integrate the marketing and communications industry throughout Spain, Portugal and Latin America, and, since 1993, the U.S. Hispanic market. Agencies from 23 countries and more than 8,000 advertisements compete for the prestigious Suns of Ibero-America in TV, Print, Radio, Production Techniques, Design and Promotions, Activations and Direct Marketing. The Festival has been held in Spain, Brazil, Uruguay, Colombia, and Costa Rica. From 1990 to 2011, the festival was held in Buenos Aires, Argentina, and in 2012, FIAP permanently moved its venue to Miami. Entries for FIAP 2013 edition are being accepted until March 30th 2013. For more information on FIAP and the many coveted advertising awards it has launched globally, please visit www.fiapawards.com.