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CHARO GOES HOLLYWOOD

"I am honored to present the LEMI Vision Award to a pioneer whose work will continue to benefit Latinos in the entertainment industry in front and behind the camera," Edward James Olmos

Hollywood—Together with the creators of Showtime's *Resurrection Blvd.* and Nickelodeon's *The Brothers Garcia* CHARO Community Development Corporation President & CEO, Richard S. Amador was honored at the Sixth Annual Latino Entertainment Media Institute (LEMI) Vision Starlit Gala Awards at the Hollywood Roosevelt Hotel.

CHARO an economic catalyst serving the East and Northeast Los Angeles community provided technical assistance to Eugen Taylor, Co-Producer of the movie *The Gristle* (now awaiting news of admittance to the Sundance Film Festival) and Director, Roy Capanella II received technical assistance from CHARO and obtained working capital for his companies the Director's Circle Film Works and Morning Star Productions.

For six years LEMI (nonprofit organization) and Latin Heat (entertainment trade magazine) have recognized Latinos in the entertainment arena making strides and creating groundbreaking endeavors. Richard S. Amador received the **Vision Community Award** for his groundbreaking work providing the first Small Business Administration (SBA) loans to media entities.

Amador is on the Board of Directors for the Ricardo Montalban Foundation, Inc. and took-on the leadership role in the redevelopment and *Grand Opening* of the Doolittle Theater to be remodeled and renamed the Ricardo Montalban Theater.

In accepting the award, Amador commented, "I invite Latinos in the entertainment industry who are looking for funding for a motion picture, to expand their existing recording studio, purchase new props, or upgrade production equipment to take advantage of our loan packaging services through the CHARO Business and Financial Center."

Producers and Directors, Dennis E. Leoni (*Resurrection Blvd.*) and Jeff Valdez (*Brothers Garcia*) were nominated for their work providing opportunities for Latinos in front and behind the camera. Not since Desi Arnaz's work as executive producer and a major creative force behind the *I Love Lucy* show in the 1950s have Latinos been "show-runners."

For information on CHARO Business loans and technical assistance contact Alejandro Hernandez or Timothy Ortiz at (323) 269-1206.

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