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## **Amigos For Kids Proudly Celebrates Hispanic Heritage Month**

Co-Founder/Chairman Emeritus Jorge A. Plasencia and Board Member Lissette M. Calderon Honored for Steadfast Leadership

**MIAMI, FL-** Amigos For Kids, a nonprofit organization dedicated to preventing child abuse and neglect, honors Hispanic Heritage Month and the dedicated leadership of several of its Board Members in the South Florida community.

Hispanic Heritage Month pays tribute to America's diversity and honors the countless contributions Hispanic Americans have made to society, culture and history.

"Diversity represents the best of our nation," said Amigos For Kids President and CEO, Rosa Maria Plasencia. "This month, we celebrate Hispanic American pride of heritage and the significant contributions we have made to our communities and this country. We applaud our Co-Founder/Chairman Emeritus Jorge A. Plasencia and our Board Member Lissette Calderon for exemplifying the values Hispanics hold true— hard work, commitment and generosity, especially to those less fortunate. Amigos For Kids appreciates their dedication and congratulates them for being positive and inspiring role models to the children we serve and this community."

Jorge A. Plasencia was recently awarded the 2014 NFL Hispanic Heritage Leadership Award by the National Football League (NFL), the Hispanic Heritage Foundation (HHF) and the Miami Dolphins. In addition to being Co-Founder and Chairman Emeritus of Amigos For Kids, Plasencia is the Co-Founder, Chairman and CEO of República, a leading independent cross-cultural advertising, digital and communications agency in Miami, FL. Currently, he serves as chairman of the board of the National Council of La Raza (NCLR), and has been recognized with the Ernst & Young Entrepreneur of the Year Award and the March of Dimes Humanitarian of the Year Award in the past. The 2014 NFL Hispanic Heritage Leadership Award selected Plasencia for his lifelong dedication to community, especially for his work with Amigos For Kids.

Lissette M. Calderon was recently appointed President of international and strategic projects for Related Group, a \$2.5 billion global real estate conglomerate. As the first female to hold such an important executive position with Related Group, Calderon will work to develop and expand the company's domestic and international presence and provide benefits to its stakeholders. Her experience in technology, real estate and the construction industries are second to none and will help her succeed in this new role. In addition to real estate, for the last decade, Calderon has also held various roles as Board Member of Amigos For Kids.

**ABOUT AMIGOS FOR KIDS-** Amigos For Kids is a 501(C) 3 nonprofit corporation founded in 1991 to respond to the diverse needs of South Florida's abused, abandoned, neglected, and less-fortunate children and their families, through education, abuse prevention, and community involvement. To fulfill its mission, Amigos relies on the support of dedicated volunteers and donors throughout the community. Throughout the year, the organization creates awareness of its cause through public service campaigns, fundraising events, and community efforts such as the Amigos For Kids' There's NO Excuse for Child Abuse! Campaign. @amigosforkids