

**FOR IMMEDIATE RELEASE**

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**THE NOMINEES FOR THE 2011 NCLR ALMA AWARDS® ANNOUNCED**

**NOMINEES INCLUDE JESSICA ALBA, CHRISTINA AGUILERA, ANTONIO BANDERAS, CAMERON DIAZ, SELENA GOMEZ, JENNIFER LOPEZ, SOFÍA VERGARA, BRUNO MARS, RICKY MARTIN, PITBULL, AND MORE**

*NBC to televise primetime special, co-hosted by Eva Longoria and George Lopez,  
to air Friday, September 16 from 8:00 p.m. to 9:00 p.m. EDT*

**NEW YORK**—The nominees for the 2011 NCLR (National Council of La Raza) ALMA Awards® were revealed today along with details for “Vote Your Way to VIP,” a new online voting system and contest. For the first time, fans will be able to vote for their favorites and the winners will be revealed during the one-hour primetime special airing Friday, September 16 from 8:00 p.m. to 9:00 p.m. EDT on NBC. The nomination categories have now been repositioned as “Favorite” rather than “Best,” as a nod to the fans who will help determine who will emerge victorious at this year’s ceremony.

The NCLR ALMA Awards show is dedicated to honoring the spirit and accomplishments of some of the most prolific Latinos in the entertainment industry, spanning music, television, and film. Co-hosted by Eva Longoria and George Lopez, the telecast will celebrate the entertainers who have upheld and promoted a socially proactive image of Hispanic culture in today’s media.

With the new online voting system, fans will now have the power to drive in enough votes to see their favorite stars, musical performers, and shows receive the recognition and prestige that have become hallmarks of the famed awards show. Additionally, with the “Vote Your Way to VIP” contest, fans who cast their votes will get the chance to win a VIP experience for two including airfare, hotel, VIP tickets to the show, and an invitation to the VIP Post-Party. To vote, please go to [www.almaawards.com](http://www.almaawards.com). On August 22, 2011, the Favorite Movie Category will be added to the voting form. All voting ends on September 5, 2011.

Winners of the NCLR ALMA Awards will be determined by evaluating votes cast and Box Office, Nielsen, and Billboard rankings, and in consultation with the NCLR ALMA Awards Production Leadership Team. Selection rules and eligibility are posted at [www.almaawards.com](http://www.almaawards.com). Not all awards will be presented on-air during the NBC special. However, viewers can watch the remaining award presentations during the pre-television show streamed online via [telemundo.com/almaawards](http://telemundo.com/almaawards).

The executive producers of the NCLR ALMA Awards are Bob Bain, Eva Longoria, and Janet Murguía. NBCUniversal and its parent company, Comcast Corporation., which has had a national partnership with NCLR since 2006, play a key role as creative partners and investors in the production of the awards show.

PepsiCo. is this year’s Presenting Sponsor. Additional sponsors include Target, McDonald’s, State Farm, General Motors Corporation, and Comcast Corporation.

For additional information, including announcements about the presenters and performers at this year's ceremony, please visit [www.almaawards.com](http://www.almaawards.com) or follow the show on Twitter at [@almaawards](https://twitter.com/almaawards). For embeddable clips and full episodes from NBC shows, please visit [NBC.com](http://www.nbc.com/shows)'s official show site: <http://www.nbc.com/shows>.

The nominees are:

#### **Favorite Movie Actor**

- Antonio Banderas—*You Will Meet A Tall Dark Stranger*
- Demián Bichir—*A Better Life*
- Bobby Cannavale—*Win Win*
- Michael Peña—*Battle: Los Angeles*
- Danny Trejo—*Machete*

#### **Favorite Movie Actress—Drama/Adventure**

- Jessica Alba—*Machete*
- Penelope Cruz—*Pirates of the Caribbean: On Stranger Tides*
- Rosario Dawson—*Unstoppable*
- Michelle Rodriguez—*Battle: Los Angeles*
- Zoë Saldana—*Takers*

#### **Favorite Movie Actress—Comedy/Musical**

- Christina Aguilera—*Burlesque*
- Cameron Diaz—*Bad Teacher*
- Selena Gomez—*Monte Carlo*
- Eva Mendes—*The Other Guys*
- Alexa Vega—*From Prada to Nada*

#### **Favorite TV Series**

- *CSI: Miami* (CBS)
- *Desperate Housewives* (ABC)
- *Modern Family* (ABC)
- *Wizards of Waverly Place* (Disney Channel)

#### **Favorite TV Reality, Variety, or Comedy Personality or Act**

- Christina Aguilera—*The Voice* (NBC)
- George Lopez—*Lopez Tonight* (TBS)
- Jennifer Lopez—*American Idol* (FOX)
- Mario Lopez—*Mario Lopez: Saved By the Baby* (VH1)
- Cesar Millan—*Dog Whisperer With Cesar Millan* (National Geographic Channel)

#### **Favorite TV Actor—Leading Role**

- Ricardo Chavira—*Desperate Housewives* (ABC)
- Ian Gomez—*Cougar Town* (ABC)
- Joshua Gomez—*Chuck* (NBC)
- James Roday—*Psych* (USA Network)
- Adam Rodriguez—*CSI: Miami* (CBS)

#### **Favorite TV Actor—Supporting Role**

- Oscar Nuñez—*The Office* (NBC)
- Rico Rodriguez—*Modern Family* (ABC)
- Michael Trevino—*The Vampire Diaries* (CW)
- Tristan Wilds—*90210* (CW)
- David Zayas—*Dexter* (Showtime)

#### **Favorite TV Actress—Leading Role in a Drama**

- Cote de Pablo—*NCIS* (CBS)
- Eva La Rue—*CSI: Miami* (CBS)
- Francia Raisa—*The Secret Life of the American Teenager* (ABC Family)
- Sara Ramirez—*Grey's Anatomy* (ABC)
- Sarah Shahi—*Fairly Legal* (USA Network)

#### **Favorite TV Actress—Leading Role in a Comedy**

- Selena Gomez—*Wizards of Waverly Place* (Disney Channel)
- Victoria Justice—*Victorious* (Nickelodeon)
- Demi Lovato—*Sonny With a Chance* (Disney Channel)
- Naya Rivera—*Glee* (FOX)
- Sofía Vergara—*Modern Family* (ABC)

#### **Favorite TV Actress—Supporting Role**

- Maria Canals-Barrera—*Wizards of Waverly Place* (Disney Channel)
- Constance Marie—*Switched at Birth* (ABC Family)
- Aubrey Plaza—*Parks and Recreation* (NBC)
- Sarah Ramos—*Parenthood* (NBC)
- Lauren Vélez—*Dexter* (Showtime)

#### **Favorite Male Music Artist**

- Taio Cruz
- Enrique Iglesias
- Bruno Mars
- Ricky Martin
- Pitbull

#### **Favorite Female Music Artist**

- Christina Aguilera
- Selena Gomez
- Jennifer Lopez
- Naya Rivera
- Shakira

NCLR—the largest national Hispanic civil rights and advocacy organization in the United States—works to improve opportunities for Hispanic Americans. For more information on NCLR, please visit [www.nclr.org](http://www.nclr.org) or follow us on [Facebook](#) and [Twitter](#).