

ALO Cultural Foundation to Set a Course to Unite Latino and Middle Eastern Groups at the Cross Cultural ALO-HOLA Event on August 10TH

DINNER TO SERVE AS A ROUNDTABLE TO FOSTER CULTURAL BUSINESS RELATIONS AND MAP A STRATEGIC PLAN FOR THE YOUTH

GLENDALE, CALIFORNIA - (August 10, 2007) - **ALO Cultural Foundation**, the not-for-profit for the Middle Eastern communities, continues its march towards cultural unity and connecting cultures by hosting the first in a series of roundtable discussions and dinners designed to bring the **Latino** and **Middle Eastern** communities closer. The ultra-hip **Minx Restaurant** (300 Harvey Drive, 818/242-9191) is the site of the roundtable scheduled to start at 7:00pm

Hosted by ALO Cultural Foundation President **Wafa Kanan** and Los Angeles Commissioner **Mary Barrientos**, the ALO-HOLA reached to both communities in a strategic effort to foster cultural business relations and map plan for the youth to interact with influential decision makers.

The intimate roundtable has grown to a full-fledged multi-community event with nearly 100 guests expected, including **Sherriff Leroy D. Baca**, 2007 Emmy Award Winner **Yalda Sharifie**, International Singer **Shani Rigsbee**, and **Rodri J. Rodriguez**, CEO of Rodri Entertainment and founding shareholder of Promerica Bank.

As the singular voice for the Middle Eastern-American that trumpets cultural unity and diversity, the **ALO Cultural Foundation** is embracing both communities to come out of the cultural closet and embrace a multi-cultural lifestyle through their Rock'in Hearts Programs. Officially named at the 2007 Dubai Delegation where the trade relations between Dubai and the San Fernando Valley were solidified along with a Tribute Concert that raised over \$100,000, the Rock'in Hearts Rock'in Hearts Outreach Programs are highlighted by:

- International Relations, including Business and Charitable Delegations to Dubai and Egypt (March 2008) and ongoing *Voluntourism* in Jordan
- Humanitarian Relief, including CHF International helping over 30 countries worldwide and United Lebanon Relief Campaign—the largest grassroots campaign benefiting low-income families affected by the war in Lebanon

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"Our success with the Middle Eastern people has empowered us to seek, add and represent the variety of Latino and Latin American voices and heritage which closely mirror that of our core audience," explains Kanan. "Tonight's roundtable is designed as a kickoff to cultural marriage of community outreach and social interaction. Our program includes contemporary voices of both sides and will explore the problems so we can map out programs that will provide some solutions of multi-ethnic harmony."

"This is the rare opportunity to think beyond today and allow the world to recognize the commonalities of our two groups," says **Barrientos**. "We face a serious situation if we do not act together for a united cause. This is the first step of potential fruitful cause, of which we can truly be proud."

About The ALO Cultural Foundation

The ALO Cultural Foundation, a not-for-profit charity, helps and leads a wide range of humanitarian endeavors, including supplementing international relations initiatives while supporting and developing cultural exchange programs targeting and benefiting women and youth. The ALO Cultural Foundation activities are guided by Wafa Kanan, owner of Unique Image Inc, and publisher of *ALO Hayati* magazine and her board of directors. The primary goals and missions of ALO Cultural Foundation are to ***Educate, Enlighten and Empower*** people of Middle Eastern, North African and Mediterranean descent.

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