



**CARLOS SANTANA AND DADDY YANKEE TO BE HONORED WITH *LIFETIME ACHIEVEMENT AWARD* AND *SPIRIT OF HOPE AWARD*, RESPECTIVELY AT THE 2009 BILLBOARD LATIN MUSIC AWARDS PRESENTED BY STATE FARM**

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**SBS RADIO NETWORK FOUNDER, RAUL ALARCON, SR. TO RECEIVE BILLBOARD POSTHUMOUS *HALL OF FAME AWARD***

**Miami-- March 12, 2009** – Telemundo announced today that multi-platinum selling artist, **Carlos Santana**, will be the recipient of the 2009 Billboard *Lifetime Achievement* award in recognition of his outstanding achievements in Latin music, while the 2009 Billboard *Spirit of Hope Award* will be bestowed upon Puerto Rican Reggaeton star **Daddy Yankee**, for his commitment and humanitarian work through his foundation “Corazon Guerrero” (Heart of Warrior). The awards will be presented during the **2009 Billboard Latin Music Awards**, presented by State Farm. The event will broadcast live on **Telemundo Thursday, April 23 at 7PM ET/PT (6PM CT)** from the BankUnited Center located at the University of Miami in Coral Gables, Florida. Billboard will also bestow a posthumous *Hall of Fame Award* to Spanish Broadcasting System (SBS) Radio Network founder, **Raul Alarcon, Sr.** for his extraordinary contributions to the Latin radio industry in the United States.

Rock and Roll Hall of Fame inductee, **Carlos Santana**, has been reinventing and reshaping the landscape of the known universe's musical culture for four decades. Santana launched his career in San Francisco in the mid sixties with the Santana Blues Band and he has not slowed down since. With a career that has expanded the boundaries of Latin music around the world, he has sold more than 90 million records, and performed to over 100 million people globally. In 1996, he received the *Billboard Century Award*, the brand's highest and most prestigious honor for career achievement. He has also won ten *Grammy Awards*, three *Latin Grammy Awards*, and in 2004, he received the Latin Recording Academy's prestigious *Person of the Year* honor. **Santana's** latest studio album, “All That I Am”, was released worldwide in 2005, debuted at No. 2 on “The Billboard 200,” and spent more than 20 weeks on the chart. His recordings feature collaborations with other music stars such as Eric Clapton, Seal, Macy Gray, Aerosmith, Dave Matthews Band, Shakira, Mana, Ozomatly and Alejandro Lerner, among others. Because of his outstanding career, **Carlos Santana** will be honored with the special Billboard *Lifetime Achievement Award*.

In 2007, Platinum selling Reggaeton star and a finalist for three Billboard Latin Music Awards, **Daddy Yankee**, founded the “Corazon Guerrero” foundation to help inmates getting close to being released from prison, become law-abiding and productive members of society. Through his organization, **Daddy Yankee** empowers young men and women to break the cycle of being in and out of prison by providing them with educational and vocational opportunities that will facilitate the process of reincorporation into society. Last year, the foundation launched “Educate con Impacto” (Educate yourself with Impact), a scholarship program that offers former inmates the opportunity to continue undergraduate studies at the Ana G. Mendez University System in Puerto Rico. The recipients also receive academic mentoring, food and book/supplies allowance, and psychological assistance. “Corazon Guerrero” also manages a public lunchroom and an orphanage in the Dominican Republic. For his humanitarian work, **Daddy Yankee** will be honored with the Billboard *Spirit of Hope Award*.

Radio legend, **Raul Alarcon, Sr.**, was the founder of Spanish language media conglomerate Spanish Broadcasting System (SBS), the first and largest Latin-controlled radio network in the United States. He founded his first radio station in his native Cuba in 1951. In 1983, he purchased his first FM radio station in New York and launched SBS, which today includes 21 radio stations, among them Mega 97.9 FM in New York City, the highest rated Spanish language station in the United States. SBS has also expanded to include TV station Mega TV, Internet portal Lamusica.com, and a TV production facility. Until his death, in June 2008, Alarcon sat on the board of SBS and was the company's president emeritus. For his extraordinary career achievement and legacy, **Raul Alarcon** is honored with a posthumous Billboard *Hall of Fame* Award.

While finalists and winners of the Billboard Latin Music Awards are determined by the Billboard chart data, the recipients of the *Lifetime Achievement*, Spirit of Hope and Hall of Fame Awards are nominated by an editorial committee that bases its decision on the virtues related to that specific award.

The awards show will cap off the 20<sup>th</sup> annual Billboard Latin Music Conference presented by State Farm and in association with Verizon, which takes place April 20-23 at the Eden Roc. For details on The Billboard Latin Music Conference, visit: [www.billboardevents.com](http://www.billboardevents.com).

Now in its 115th year, Billboard is the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends. The billboard brand consists of Billboard magazine, Billboard.biz, Billboard en Español, Billboard Chart Alert, Billboard Information Network (BIN), Billboard Directories, Billboard Books, Billboard Licensing & Events and Billboard.com – the online destination of choice for over four million music fans every month. Billboard's many strategic partners include Microsoft, Reuters, Ticketmaster, Sirius Satellite Radio, Telemundo, ABC Radio Networks, AT&T, Sandisk and Billboard sister companies Nielsen SoundScan and Nielsen Broadcast Data Systems. These partnerships leverage Billboard's proprietary data, charts and information resources to develop broadcast entertainment, digital and mobile platforms and contextual commerce applications that expand Billboard's franchise and consumer reach. Billboard is published by the Entertainment Group at Nielsen Business Media, a part of The Nielsen Company, a global information and media company.

Telemundo, a U.S. Spanish-language television network, is the essential entertainment, news, and sports source for Hispanics and a leading international player in the entertainment industry with presence in more than 100 countries worldwide. Broadcasting unique national and local programming for the fastest-growing segment of the U.S. population, Telemundo reaches 93% of U.S. Hispanic viewers in 210 markets through its 16 owned-and-operated stations, 45 broadcast affiliates, and 800 cable affiliates. Telemundo is wholly owned by NBC Universal, one of the world's leading media and entertainment companies.

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**PRESS:** For more information about the Billboard Latin Music Awards, and to request media credentials, please visit [www.telemundomv.com](http://www.telemundomv.com)

For more information about the Billboard Latin Music Conference, and to request press credentials please contact [Caitlin\\_o'neill@dkcnews.com](mailto:Caitlin_o'neill@dkcnews.com)