

# "Sigue Haciéndola!" - DishLATINO Unveils Campaign to Celebrate the Heritage and Determination of U.S. Hispanics

***Collaborates with Eugenio Derbez to recognize the hard work and contributions of Latinos  
Releases original song "Somos Latinos" sung by Latin Grammy-nominated duo Periko & Jessi Leon  
Invites Latinos to share their "Sigue Haciéndola" story via customized photo platform and digital American flag mosaic***

ENGLEWOOD, Colo.-- Feb. 18, 2017 -- ([BUSINESS WIRE](#))--Today DishLATINO launched *Sigue Haciéndola* (which translates "keep pressing on"), a comprehensive campaign recognizing and celebrating U.S. Hispanics, from their cultural heritage to the values, dreams, and even challenges that inspire them to keep moving forward.

"Sigue Haciéndola is more than a campaign – it's about recognizing and inspiring Latinos who are working hard to build a better life in the U.S. while also continuing to value their heritage," said Alfredo Rodriguez, vice president of DishLATINO. "Twenty years ago, our journey began when we were the first to offer affordable programming connecting Latinos to their culture. Today, we're proud to be the leaders in the segment because of the trust we've continued to build with our customers."

Following are the elements of *Sigue Haciéndola*:

## **Campaign Creative Starring Eugenio Derbez**

The campaign features new TV commercials starring actor, producer and director Eugenio Derbez. One of the spots, known as *Reconocimiento* ("Recognition"), shows fans recognizing Derbez because of his fame, then turns the focus to the hard-working Latinos who are dedicated to providing for their families and communities. The spot can be viewed [here](#) (and [here](#) with English subtitles).

"I'm very proud to be part of Sigue Haciéndola, through which DishLATINO invites us to share and celebrate the stories of Latinos who have come to the United States to accomplish their dreams...and I am one of them. I also have my story: I'm from Mexico and I moved to the U.S. in search of better opportunities. Today, I'm achieving my dream and 'making it' in Hollywood," said Eugenio Derbez.

Derbez continued, "I love the *Reconocimiento* ad in which I share that although people recognize me because I am on TV, the real people we should recognize are the unsung heroes...those who have two or even three jobs to provide for their families and send their children to school. They are the ones who deserve our respect and recognition."

## **Campaign Anthem *Somos Latinos* by Latin-Grammy Nominated Periko & Jessi Leon**

To help capture and express the sentiment driving Sigue Haciéndola, Latin Grammy "Best New Artist" nominees Periko & Jessi Leon wrote and recorded an uplifting, original anthem, "Somos Latinos." The Latin Pop duo uses their signature sound to celebrate their own story and the stories of others who, like

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them, are pursuing a dream. To help bring the song to life, Periko & Jessi Leon star in a vibrant new music video that can be viewed [here](#) (and [here](#) with English subtitles). The song can also be heard in the TV spots featuring Eugenio Derbez, as well as in other elements of the campaign.

### **Photo Storytelling and Digital American Flag Mosaic Inviting Latinos to Share Their Story**

DishLATINO will be inviting U.S. Hispanics to share their story by customizing an image (such as a social media profile picture) to show where they're from and where they're making it. Users can then upload the image directly to social media and add a message about their unique story. Eugenio Derbez, who will be among the first to create and share a customized image, shares more about how to create an image in [this video](#) (Spanish only).

DishLATINO is using the images to create an impactful digital mosaic showing a map of the U.S. comprised of the individual, customized photos. The map will be searchable, so participants can find their photo and search for the photos of others, like Derbez, who have joined the mosaic.

The Sigue Haciéndola experience, including the photo storytelling platform and digital American flag mosaic, begins at [www.siguehaciendola.com](http://www.siguehaciendola.com). The mosaic will continue to populate as more users create and upload their image and story. Additional ads featuring Eugenio Derbez will be released in the coming months.

### **About DishLATINO**

DishLATINO is the market-leading suite of English and Spanish language programming packages in the United States. It offers its customers more than 40 Spanish-language news, entertainment, and sports channels in combination with DISH's broad English-language programming lineup of more than 200 channels. DishLATINO customers can receive the Hopper, the industry's most awarded DVR, and take advantage of in-language customer service as well as payment solutions including a no-term contract, prepaid pay-TV option.

### **About DISH**

DISH Network Corp. (NASDAQ:DISH), through its subsidiaries, provides approximately 13.643 million pay-TV subscribers, as of September 30, 2016, with the highest-quality programming and technology with the most choices at the best value. DISH offers a high definition line-up with more than 200 national HD channels, the most international channels and award-winning HD and DVR technology. DISH Network Corporation is a Fortune 200 company. Visit [www.dish.com](http://www.dish.com).

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