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RAALEN'S "POSITIVE IMAGERY" IMPACTS ROCHESTER WITH TELEVISION SERIES PILOT LAUNCH

The Rochester African American Latino Entertainment Network takes a new and exciting approach to urban programming

Rochester, NY - Jul 01, 2006// On Monday, July 24, The Rochester African American Latino Entertainment Network will premiere the RAALEN Community Showcase. FREE and open to the general public, the viewing will be held at George Eastman House's Dryden Theatre, 900 East Avenue, at 7:00 PM. In addition, a VIP reception will precede the showcase at 5:30 PM, in the Curtis Theatre.

"Positive Imagery!" That's the slogan at the heart of RAALEN's mission; the company's goal is to present a more accurate self-image of Rochester's Latino and African American residents. "RAALEN was created to bolster Rochester and Upstate New York's quality of life," added Ron E White, President and CEO, in a recent About Time Magazine interview. "I believe that art and culture, so integral to the urban community, are necessary to achieve this."

The organization has also partnered with Marcelino Moyett and his wife, the Honorable Itzamar Peña (PNP), the first female mayor in Puerto Rico's history. Moyette, president of the Puerto Rico-based newspaper, La Actualidad, believes that providing content for the RAALEN Community Showcase will be an excellent way to ensure the Rochester area "receives relevant information and up to the moment news." This, he continued is key "for many Rochester-based Puerto Ricans and Dominicans who wish to know what is happening in their countries."

The event is open to the general public, but reservations are appreciated in order to accommodate all in attendance. Please **RSVP** by calling (585) 507-4165 or via e-mail at **RAALENEVENT@aol.com**.

About RAALEN

The **Rochester African American Latino Entertainment Network** is the television production company that, through its products and services, seeks to redefine the self imagery of Rochester, New York African American and Latinos, as well as, perceptions

of other community members. RAALEN's programming highlights the contributions of African Americans and Latinos - via news and lifestyle content - and celebrates the culture of the urban community.

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