

ATLANTA FALCONS

www.atlantafalcons.com - 4400 Falcon Parkway - Flowery Branch, GA 30542

FOR IMMEDIATE RELEASE

9/17/14

CONTACTS:

Chris Millman

(770) 965-2838

Frank Kleha

(770) 965-2763



**ATLANTA FALCONS HONOR MARISA SALCINES THROUGH
THE NFL HISPANIC HERITAGE LEADERSHIP AWARDS
PRESENTED BY VERIZON**

Flowery Branch, GA – The Atlanta Falcons have selected Marisa Salcines as the recipient of the NFL Hispanic Heritage Leadership Award, a recognition made possible through the support of Verizon.

The NFL and the Hispanic Heritage Foundation (HHF) have partnered to launch the NFL Hispanic Heritage Leadership Awards Presented by Verizon during the 2014 celebration of Hispanic Heritage Month. The awards recognize the contributions of Hispanic leaders in each NFL market.

The Falcons will honor Salcines on September 18 at their Hispanic Heritage game when they face the Tampa Bay Buccaneers.

Salcines, a seasoned corporate communications, PR, public affairs, marketing, and media relations professional with experience working with domestic and international non-profit and for-profit organizations and companies, has effectively developed, led, and executed strategic communications and relationship-building initiatives over the past 19 years.

In her current role with CHL, Marisa works closely with Fortune 500 clients to develop public relations, corporate communications, and crisis/issues management programs targeted to Hispanic consumers and employees by helping corporations craft their narratives, position their executives as thought leaders, and ultimately manage their brand reputation in the public domain. Additionally, Salcines spearheads CHL's parent organization's (the Glenn Llopis Group) healthcare division including its health and wellness content platform for U.S. Hispanics, www.HealthyHispanicLiving.com.

Currently, Salcines serves on several boards including: Emory Goizueta School of Business Hispanic Recruiting Advisory Board of Directors; Clinic for Education, Treatment and Prevention of Addiction (CETPA), the Childcare Congo Foundation and Board Chair of the International Charter School of Atlanta. She is also a member of the National Association of Professional Women, National Association of Hispanic MBAs, the International Association of Business Communicators, and the Healthcare Businesswomen's Association.

With support from Verizon, Salcines has chosen the International Charter School of Atlanta and the Alzheimer's Association-Orange County Chapter to receive a \$2,000 donation in her honor.

About the Hispanic Heritage Foundation

Since 1987, the Hispanic Heritage Foundation (HHF) has inspired, identified, prepared and positioned Latino leaders. Their call to action is to “help a Latino help a hundred more.” Please visit www.HispanicHeritage.org for more information.

About Verizon Wireless

Verizon Wireless operates the nation’s largest and most reliable 4G LTE network. As the largest wireless company in the U.S., Verizon Wireless serves 104.6 million retail customers, including 98.6 million retail postpaid customers. Verizon Wireless is wholly owned by Verizon Communications Inc. (NYSE, Nasdaq: VZ). For more information, visit www.verizonwireless.com. For the latest news and updates about Verizon Wireless, visit our News Center at <http://www.verizonwireless.com/news> or follow us on Twitter at <http://twitter.com/VZWNews>.

— FALCONS —