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**THE WELCOME CHANNEL ANNOUNCES IS A MEDIA PARTNER ONCE AGAIN  
WITH THE STAR GALA TO BE HELD NOVEMBER 12<sup>th</sup> 2011  
AT THE MAGIC CITY CASINO**

July 22<sup>nd</sup> 2011 MIAMI - The Welcome Channel announced today that it will be a proud partner once again of The Film, Recording and Entertainment Council's "Star Gala" November 12<sup>th</sup>, honoring dynamic industry leaders and talent who share a commitment to professional excellence and making a difference in the South Florida community.

"The reason for choosing to partner with the Welcome Channel is simple – we both share similar values, such as support for the arts and a commitment to our local community, and we also have identical formulas for success. We are both dynamic organizations creating a legacy together via the Star Gala." The Welcome Channel is one of our most exciting sponsors and we are glad to call them partners" said Miguel Bravo of the FREC.

The honorees are people shaping the future of the industry in South Florida and in the global market. The winners are recognized as a select group of people who have achieved notable success and demonstrated strong leadership and success in the industry. The honorees are selected by an independent panel of judges.

"We are so thrilled to be working together with FREC and the Star Gala once again this year. They are an outstanding organization, and support a very important component of the South Florida community" said April Donelson, Director of Sales and Marketing for The Welcome Channel.

The honorees will be honored with an awards presentation at "Star Gala" on November 12<sup>th</sup>, 2011.

In addition, The Film, Recording and Entertainment Council (FREC) will honor Jon Secada with their Lifetime Achievement Award.

The Lifetime Achievement Award recognizes the career and achievements of industry leaders who have made an indelible impact in their profession and industry community, and it is the highlight of the annual Star Gala

Secada is an American Dream come true, He immigrated with his parents to the United States at the age of nine and has become a multimillion record selling artist. A product of Public School education in Hialeah, FL he discovered his gift for music at an early age in addition to his passion for his community.

Jon Secada has devoted himself to assisting charitable organizations all over the world and has been active with many causes to help children, education, AIDS research, and child abuse. His commitment to education and helping others lead him to create the Jon Secada Music Scholarship at the University of Miami, his alma mater where he obtain a Bachelor's degree in Music and then earned a Master's degree in Jazz Vocal Performance.

Mr. Secada has also been instrumental in raising funds in Washington, D.C. for the national effort "Keeping Music in Schools." He is a supporter of many initiatives including the Pediatric AIDS Unit at Miami's Jackson Memorial Hospital, the Lifebeat Concert to benefit AIDS, Amigos Together for Kids, Make-A-Wish Foundation, the Boys and Girls Club, among other charitable organizations. In addition, Jon has been active in the Hurricane Relief Efforts.

His song, "The Last Goodbye," is a tribute song dedicated to the families of the victims of the September 11, 2001, terrorist attacks. This song, along with three other versions including an all-star version in Spanish with the participation of over 100 Hispanic Artists around the world, was released as a single, with all proceeds going to the victims' families. Currently, the single has raised some \$250,000 for victims' families.

Gloria Estefan hired Jon Secada as a background singer in the 80's where he also started composing music for her, including some of her best-known songs e.g. "Coming Out of the Dark" Gloria's number one hit from her 1991 album Into the Light. During Estefan's "Coming Out of the Dark" tour, Secada was given the life-changing opportunity of taking over the stage and performing solo. The song was "Always Something" which would be featured later on his debut album.

It launched his career as a solo performer. In 1992 Jon released his self-titled debut album Jon Secada (SBK/EMI), which sold over six million copies worldwide and being certified triple platinum in the U.S., where it reached No. 15 among the Billboard 200 albums chart.

In 1994 by Secada's second album, Heart, Soul & a Voice (EMI) featured members of The Miami Sound Machine and guests Arturo Sandoval (trumpeter) and Betty Wright (background vocals). The album went Platinum in the US. One of its singles had a top ten Pop hit "If You Go" and a Top 30 hit "Mental Picture", which was used in the soundtrack for the film "The Specialist". His third album on EMI, Amor, was released in 1995 and earned Secada his second Grammy for "Best Latin Pop Performance". Jon co-wrote the song "Bella," the Spanish version of "She's All I Ever Had" for Ricky Martin's 1999 Multi-platinum self-titled album.

He also co-wrote and co-produced the song "Baila" for Jennifer Lopez, which appeared on her 1999 multi-platinum album, On the 6. He worked with teen singing sensation Mandy Moore on two of her tracks, "One Sided Love" and "It Only Took a Minute" from her self-titled multi-platinum album. In 2001 he was a backing vocalist on Enrique Iglesias's album multi-platinum Escape on the tracks "Don't turn off the Lights" and "Love 4 Fun". Jon Secada has performed with opera legend Luciano Pavarotti and recorded a duet with Frank Sinatra on "The Best Is Yet to Come" from Sinatra's Duets II album.

In 1995, Secada starred on Broadway's hit musical Grease, where he acted in the lead role of "Danny Zuko". Broadway called upon Secada once again in 2003, where he played the Emcee role in Sam Mendes' acclaimed version of Cabaret. In the fall of 2004, Secada also starred as "Joseph" in Andrew Lloyd Webber and Tim Rice's theatrical hit Joseph and the Amazing Technicolor Dreamcoat. He was appointed by President George W. Bush to serve on the President's Advisory Commission on Educational Excellence for Hispanic Americans. The committee is charged with creating a multi-year action plan aimed at closing the educational achievement gap between Hispanic students and their peers.

Most recently Jon has served as an American Idol Latin America, Star Judge for 3 years on Dancing of the Stars and Mira Quien Baila on Univision and has a New Single Release– "Dejame Quererte" on YME Records/Universal and his New Latin Album "Otra Vez" on YMW Records/Universal is out and doing well making Jon Secada is a true South Florida Icon.

In receiving this prestigious award, Secada enters the ranks of South Florida's most respected entertainment industry veterans. The honor was first granted to Mel Haber, a music industry legend and business manager of K.C. and The Sunshine Band, among others, and since that time other luminary recipients include: producer and director Bill Greife, veteran producer Jonathan D. Krane and Miami Beach modeling icon Michele Pommier.

Secada will receive his award at the FREC Star Gala to be held on November 12<sup>th</sup> 2011. For information on tickets or to register for the event please visit [www.Stargala.org](http://www.Stargala.org)

#### **About FREC:**

The mission of the Film, Recording and Entertainment Council is to promote economic development for the industry in South Florida and to create a climate that enhances economic vitality for industry businesses. FREC helps to improve the quality of life for all members by providing networking and business opportunities and by positioning South Florida as the premier industry Hot Spot. The Council is a membership driven not for profit 501(c) (6) organization.

#### **About The Welcome Channel:**

The Welcome Channel is Miami and the Beaches premiere visitor entertainment style, in-room programming for our mostly exclusive hotel and resort locations across Miami & the Beaches. Airing 24 hours a day, 7 days per week, in Miami & the Beaches finest hotel resort locations, The Welcome Channel highlights the very best of Miami and the Beaches has to offer in terms of dining, shopping, entertainment, arts, cultural attractions, Miami and the Beaches real estate addresses, and Miami's numerous events, catering to both international and domestic travelers alike. To stay up to date with the very latest taking place in our world-class city, programming and commercial segments update monthly, with clients having the same option. [www.welcomechannel.tv](http://www.welcomechannel.tv)

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