

# DishLATINO and Eugenio Derbez Deliver 'La Gran Sorpresa' to Everyday Latino Heroes during Hispanic Heritage Month

***New digital videos feature series of surprises to recognize those who exemplify the hard work and determination embodied by DishLATINO's "Sigue Haciéndola" campaign***

***"Sigue Haciéndola" campaign continues to give U.S. Latinos an outlet to express their pride during Hispanic Heritage Month***

***DishLATINO brings the immigrant story to life through partnership with Immigrant Archive Project***

ENGLEWOOD, Colo. -- Sept. 19, 2017 -- ([BUSINESS WIRE](#))--As Hispanic Heritage Month gets underway, DishLATINO and Eugenio Derbez are teaming up to deliver "La Gran Sorpresa" ("the big surprise") in a series of heartwarming videos that reveal an unforgettable experience. The series is the latest way DishLATINO is engaging with U.S. Latinos as part of the "[Sigue Haciéndola](#)" movement.

In the videos, Derbez introduces viewers to several everyday Latino heroes, each of whom has a story of hard work, hope, and triumph over adversity. The videos follow their journey as Derbez reveals a series of escalating surprises culminating in an unexpected reunion that is not to be missed. A highlight video, as well as the videos showcasing each person's individual surprises, can be viewed [here](#). An English subtitled version of the highlight video can be found [here](#).

"Now more than ever, we need to be reminded that pride, hope and perseverance are all around us, and I am inspired by the exemplary Latinos I got to know through this experience," said actor, producer, director, and DishLATINO spokesman Eugenio Derbez. "I'm proud to join DishLATINO in honoring each one, and I hope this project inspires others as they strive to seguir haciéndola."

Earlier this year, DishLATINO [launched](#) the [Sigue Haciéndola campaign](#), a celebration of the pride, optimism, and cultural heritage of U.S. Latinos. Since the launch, tens of thousands of people have created their own customized photo filter showing pride in their heritage and determination to keep pressing on in the U.S.

"For us, every month is Hispanic Heritage Month, and we created Sigue Haciéndola as an ongoing platform to share and celebrate the many cultures that make us Latinos and the many cities we now call home," said Alfredo Rodriguez, vice president of DishLATINO. "These new videos bring Sigue Haciéndola to life, honoring people who represent the spirit of the campaign through a moving, memorable event."

During Hispanic Heritage Month, the Sigue Haciéndola [photo filter](#) gives Latinos a fun and easy way to proudly display their heritage on social media. The images are uploaded to a digital mosaic map of the U.S. showing the faces of participants from coast to coast. DishLATINO is also featuring the anthem of Sigue Haciéndola, "Somos Latinos," sung by Latin Grammy nominated duo Periko & Jessi Leon, in a vibrant, uplifting television spot that can be found [here](#).

DishLATINO is also unveiling a new partnership with the [Immigrant Archive Project \(IAP\)](#), a nonprofit whose mission is to record, archive and share the stories of immigrants in the United States. Together, DishLATINO and IAP will share the stories of Latinos who left their homes and came to the U.S. to build a new life. The first story is available now on [siguehaciendola.com](#), with more coming soon.

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## **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 13.332 million pay-TV subscribers, as of June 30, 2017, 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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### **Contact:**

DISH Network Corp.

Karen Modlin

303-723-1850

[karen.modlin@dish.com](mailto:karen.modlin@dish.com)

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