



THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

October 3, 2011

Dear Friends:

It is a great pleasure to join our City's Latin Media and Entertainment Commission in welcoming the LMEC-LatinVision-IAB CEOs Summit Conference to New York.

As the media capital of the world, it's only fitting that New York plays host to this important conference. From the Latin Grammys, to Fiesta Cup, to the New York Salsa Conference, to the New York International Latino Film Festival, New York plays host to a full range of important Hispanic cultural and media events – and with nearly a third of our population claiming Latin heritage, we are always proud to celebrate Hispanic culture online and off with residents and visitors alike. Today's conference is another terrific opportunity to promote and connect New York's Hispanic population with media, entertainment, technology, and advertising companies, and to showcase how vital Latin consumers are to the new global economy.

On behalf of our City, please accept my best wishes for an enjoyable conference and continued success.

Sincerely,

A handwritten signature in black ink that reads "Michael R. Bloomberg".

Michael R. Bloomberg
Mayor