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## USO Debuts First-Ever Bilingual *Every Moment Counts* PSA Featuring Sony Music Latin Artists

*Celebrity PSA “¡Gracias!” kicks off Military Appreciation Month with help from Carlos Vives, Diego Boneta, Yandel, Leslie Grace, Maluma, and Arthur Hanlon, among others*

**Arlington, VA (May 5, 2015)** – The USO debuts its first-ever bilingual public service announcement (PSA) in support of their [Every Moment Counts](#) campaign to thank the millions of troops and military families stationed around the world. The 30-second USO PSA, entitled “[¡Gracias!](#),” premiered today in celebration of Military Appreciation Month and will run throughout the year on select television, radio and digital outlets. “¡Gracias!” is also the USO’s first celebrity endorsed bilingual PSA, and features some of today’s hottest Sony Music Latin artists, including **Arthur Hanlon, Carlos Vives, Diego Boneta, J Rythm, Kany Garcia, Leslie Grace, Luis Coronel, Maluma, Pedro Capo, Raquel Sofia, Regulo Caro, Santiago Cruz** and **Yandel**, among others.

“Words can’t express how grateful we are to these accomplished artists,” said Juliet Gilliam, USO Vice President of Entertainment Partnerships and Talent Relations. “Our nation is diverse, our military is diverse, and the tastes of our troops and their families are diverse. The USO strives to infuse that diversity into its entertainment programming. This PSA shows our appreciation to all of the amazing men and women who protect our freedoms around the world.”

Among the artists expressing their gratitude and encouraging fans to visit [USOmoments.org](#) is actor/singer Diego Boneta – whose uncle, Otto Boneta, is a Colonel in the U.S. Army and is currently serving his 33rd year of service as a doctor. When asked why he took time out to be a part of the USO’s *Every Moment Counts* PSA, Diego Boneta replied, “This is the very least I can do to thank all the brave men and women serving this nation. It is an absolute honor to lend my support any way that I can.” Taking his support of troops and their families one step further, the star also lent his recently released song, “The Warrior,” to the PSA.

“Our artists touch the lives of millions around the world,” said Jorge Sanchez, Senior Director of Sony Music US Latin. “There is something about music that brings unity, and it is inspiring to see our artists come together in support of the USO and the men and women who dedicate their lives to serve this country.”

The USO encourages the public to watch the new *Every Moment Counts* PSA “¡Gracias!,” share it online using #USOmoments and join them in thanking our nation’s military community. To check out behind-the-scenes video and photos, or learn more about the artists featured visit <http://bit.ly/1JcUEth>.

*Every Moment Counts* is a national campaign that rallies Americans to honor and create moments that matter for our troops and their families. The USO makes 30,000 moments every day through our USO locations worldwide. These moments are just a small part of the May “Make A Million Moments” [Every Moment Counts](#) celebration, which urges the public to share and capture moments of appreciation for our troops and families during National Military Appreciation Month. The month-long celebration will include a significant lineup of activities – to include the debut of the *Every Moment Counts* “¡Gracias!” PSA – as well as events led by USO centers, staff volunteers and generous partners.

For more information about *Every Moment Counts* and/or to join Sony Music Latin artists as they share, give and take a moment to thank our troops, visit [USOmoments.org](http://USOmoments.org) or join the conversation on [Facebook](#) or [Twitter](#) using #USOmoments.

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#### **About the USO**

*The USO lifts the spirits of America’s troops and their families millions of times each year at hundreds of places worldwide. We provide a touch of home through centers at airports and military bases in the U.S. and abroad, top quality entertainment and innovative programs and services. We also provide critical support to those who need us most, including forward-deployed troops, military families, wounded warriors, troops in transition and families of the fallen. The USO is a private, non-profit organization, not a government agency. Our programs and services are made possible by the American people, support of our corporate partners and the dedication of our volunteers and staff.*

*In addition to individual donors and corporate sponsors, the USO is supported by President’s Circle Partners: American Airlines, AT&T, BNSF Railway, Clark Construction Group, LLC, The Coca-Cola Company, JCPenney, Jeep, Johnson & Johnson, Kroger, Northrop Grumman Corporation and TriWest Healthcare Alliance and Worldwide Strategic Partners: BAE Systems, BIC, The Boeing Company, ConAgra Foods, FedEx, GEICO, Harris Teeter, Lockheed Martin, Microsoft Corporation, Procter & Gamble, TKS Telepost Kabel-Service Kaiserslautern GmbH & Co. KG and Wawa Inc. We are also supported through the United Way and Combined Federal Campaign (CFC-11381). To join us in this important mission, and to learn more about the USO, please visit [uso.org](http://uso.org).*