



Fact Sheet:

Program Description:

The Social Revolución is an interactive movement of Latinos using social media as their platform to create and inspire change. These ambitious individuals are using hashtags, pixels, and live updates to spread ideas, foster communities, and inspire their worldwide audience into action.

Premiering as the official Latino event at 2012 SXSW Interactive, The Social Revolución will recognize and celebrate these online cries on March 12, 2012 featuring: The Latino Lounge, Revolucionario Awards, and After Party.

Event Details

The Latino Lounge

SXSWi badge holders and special guests are invited to attend the official Latino Lounge.

Featuring: TR3S Playlist, The Spanglish Wall, live blogging, comida y beverages

Date: Monday, March 12, 2012 | 4:00-8:00pm

Location: Maria Maria Restaurant | 415 Colorado St Austin, TX 78701

Admission: Free with SXSWi badge, invite-only for non-badge holders

The Revolucionario Awards

This special event will celebrate the monumental impact Latinos have created by making use of social media and online tools. The Revolucionario Awards will be presented to the finalists at the Latino Lounge.

Nominations for the Revolucionario Awards fall under three categories:

The New Americano

These individuals and/or organizations are trendsetters impacting the Hispanic market online.

The Mobilizer

These are Latinos with international and local causes using social media as a strategy to mobilize their audience.

The Innovator

Whether it's a new app or website, this movement is redefining how we reach Latinos now and in the future.

The After Party

Featuring: Cosmica Artists Maneja Beto, Charanga Cakewalk, David Garza & Beatriz Luengo.

Date: Monday, March 12, 2012 | 9:00pm-1:00am

Location: Maria Maria Restaurant | 415 Colorado St Austin, TX 78701

Admission: Free with SXSWi badge, invite-only for non-badge holders

Web site: www.thesocialrevolucion.com

About Us: Cultural Strategies is a multicultural marketing, communications and advertising agency based in Austin, Texas. The monumental visions from the Latino community have inspired us, Cultural Strategies, to create a platform that recognizes Latinos' achievements in social media. In partnership with SXSWi, The Social Revolución is a first of its kind movement and first official Latino Lounge during the conference. So let it be heard, let it be no longer ignored. ¡Oye el canto of The Social Revolución! For more information on Cultural Strategies, please go to www.cultural-strategies.com.

Contact:

Mando Rayo | Cultural Strategies | [512-785-0447](tel:512-785-0447) | arayo@cultural-strategies.com