



## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

### **La Reina to Compete in City Parks Foundation Run for the Parks on Sunday, April 6**

New York, New York, April 2, 2014 - La Reina Del Barrio, Inc.'s founder and host of Open Fridays on BronxNet, Rhina Valentin, decides to become a runner to set the stage for the conclusion of her "Rhina Gets Lean" web-series. The series originally aired on BronxNet. With her weight up and down like a rollercoaster, Rhina created "Rhina Gets Lean" two years ago but did not expect major trials and tribulations on becoming lean. "That's it, it's all or nothing!" says Rhina. "Either I shape up or ship out!"

While raising her daughter, Rhina decided to take on the Bronx Strong Initiative to become lean. In trying to restructure her world and her daughters', Rhina is motivated to help transform not only their lives, but the lives of others in her barrios. The first two seasons of "Rhina Gets Lean" followed Rhina as she incorporated different methods of training, which included Boxing, Salsa dancing, Capoeira, Pole dancing and more! Throughout this experience, Rhina has learned that failure is part of the journey.

In the next few months, Rhina will be training intensely and competing in races to prepare her for the exciting conclusion of Rhina Gets Lean - "Race: The Final Frontier."



## **PRESS RELEASE**

### **About Rhina Gets Lean**

Launched in 2012, Rhina Gets Lean is a BronxNet monthly web-series with over 50K views. For more information, please visit [www.bronxnet.org/tv/rhinagettslean](http://www.bronxnet.org/tv/rhinagettslean)

### **About La Reina Del Barrio Inc.**

Incorporated in 2013, [La Reina Del Barrio Inc. \(LRDB\)](http://www.lareinadelbarrio.org) is an independent media production company. The principals of LRDB have released several projects over the last 10 years through self-finance as well as the use of Fortune 500 corporate sponsors. For more information, please visit [www.lareinadelbarrio.org](http://www.lareinadelbarrio.org)

### **About BronxNet**

Launched in 1993, [BronxNet](http://www.bronxnet.org) is an independent, not-for-profit organization, established under the Cable Television Franchise Agreement between the City of New York and Cablevision of New York City. BronxNet provides local television by the people of the Bronx, for the people of the Bronx. The channels feature BronxNet produced shows, as well as those created by community access producers. BronxNet has a commitment to: train Bronx residents in television production, provide hands-on internships and solid media career preparation for high school and college students. For more information, please visit [BronxNet](http://www.bronxnet.org)



## **PRESS RELEASE**

### **About City Parks Foundation's Annual Run For The Parks!**

Presented in partnership with [New York Road Runners](#), this 4 mile, NYC Marathon qualifier race is one of the largest single day running events in Central Park. Proceeds help the [City Parks Foundation](#) present free, high-quality sports and fitness programs in parks across the city. To learn more, visit [www.cityparksfoundation.org/calendar/runfortheparks/](http://www.cityparksfoundation.org/calendar/runfortheparks/)

### **About NYRR**

Founded in 1958, [New York Road Runners](#) has grown from a local running club to the world's premier community running organization, whose mission is to help and inspire people through running. NYRR's commitment to New York City's five boroughs features races, community events, youth initiatives, school programs, and training resources that provide hundreds of thousands of people each year, from children to seniors, with the motivation, know-how, and opportunity to run for life. NYRR's premier event, the [TCS New York City Marathon](#), features an estimated 47,500-50,000 participants, from the world's elite athletes to a wide range of recreational and charity runners, and is part of the World Marathon Majors, an alliance of the world's six biggest marathons that determines each year's top male and top female marathoner. To learn more, visit [www.nyrr.org](http://www.nyrr.org)

### **Contact Information:**

Jacqueline Acevedo-Villanueva

917-640-1003

[LRDB.PR@GMail.com](mailto:LRDB.PR@GMail.com)

###