



## PRESS RELEASE

FOR IMMEDIATE RELEASE

### **La Reina continues her voyage in the Urban Enviro XC 10k on Sunday, April 13**

New York, New York, April 9, 2014 - La Reina Del Barrio, Inc.'s founder and host of Open Fridays on BronxNet, Rhina Valentin, continues to set the stage for the conclusion of her web-series, "Rhina Gets Lean – Race: The Final Frontier". Rhina's journey will not only serve to bring attention to a healthy lifestyle, but to increase domestic violence awareness, children's education through the arts, and women empowerment.

During the first two seasons of "Rhina Gets Lean", she learned that failure is part of the journey. Rhina has cried, laughed, given up, pushed up, pushed back, you name it! But, today, she realized, failure is not an option, moving forward is! "There are two important things you need to accomplish your goals. One is to be mentally prepared, without this preparation you will not succeed on the change you would like to make. The second is you need a goal. Without a goal, where are you going? What do you see? A goal does not have to be huge--it can be as small as, I want to lose 5 pounds per month....My goal is to run the NYC Marathon and I'm mentally focused to accomplish this task!", says Rhina Valentin. "Follow me on my journey."

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/rhinagetslean](http://www.bronxnet.org/rhinagetslean)



## **PRESS RELEASE**

About La Reina Del Barrio Inc.

Incorporated in 2013, La Reina Del Barrio Inc. (LRDB) 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 is an independent, not-for-profit organization, established under the Cable Television Franchise Agreement between the City of New York and Cablevision. BronxNet provides local television by the people of the Bronx, for the people of the Bronx. 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 [www.bronxnet.org](http://www.bronxnet.org)

About Urban Enviro XC 10k

Presented by the Van Cortlandt Track Club. This 10K of true cross country trails including stream crossings (with optional bridge) is suitable for all standards of runner with a love of running and a sense of fun and adventure. To learn more, visit <http://www.vctc.org/page/urban-enviro-xc-10k>

About Van Cortlandt Track Club (VCTC)

From its humble origins in the late 1970's as a small group of runners meeting for jaunts around the Jerome Park Reservoir in the Bronx, VCTC has grown into one of the oldest and most prominent running



## **PRESS RELEASE**

clubs in New York City, with members from all five boroughs and beyond. To learn more, visit

<http://www.vctc.org>

Contact Information:

Jacqueline Acevedo-Villanueva

917-640-1003

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

###