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FOR IMMEDIATE RELEASE

La Reina's Next Mission: 5K Run The Bronx on Saturday, May 3

New York, New York, May 2, 2014 - La Reina Del Barrio, Inc.'s founder and host of Open Fridays on BronxNet, Rhina Valentin, continues her missions for the voyage chronicled by the web-series, "Rhina Gets Lean – Race: The Final Frontier". Celebrate with Rhina as she has joined forces with "Team for Kids" to promote a healthy lifestyle for ourselves and our children. This alliance is the first step towards Rhina's ultimate mission. An official announcement detailing Rhina's ultimate mission will be released in late May 2014.

"I am so excited about joining Team For Kids," Rhina expressed after becoming a member. "Not only do I focus on my journey towards better health, but I get to support a charity that focuses on enhancing the health of children and set a good role model for my daughter."

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

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



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as the use of Fortune 500 corporate sponsors. For more information, please visit

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 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

www.bronxnet.org

About Run The Bronx

This is the 36th Annual Roscoe C. Brown Jr. Hall of Fame 10K/5K/2 Mile Walk organized by Bronx Community College. A portion of the proceeds will benefit the Steuerman Scholarship Fund and The David Hernandez Memorial Scholarship. To learn more, visit www.bcc.cuny.edu/Run-the-Bronx

About Team For Kids

Team for Kids (TFK) is a group of committed adult runners who add meaning to their miles by raising funds that fuel NYRR Youth Programs. While training for premier endurance events such as the TCS New York City Marathon, NYC Half, and Empire State Building Run-Up, TFK members make it possible for children in our nation's neediest schools to experience the joys of running, too. Funds raised by TFK members support NYRR Youth Programs. Through school-based programs, free youth events, and a



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collection of digital resources, NYRR Youth Programs bring free running and fitness programs to more than 200,000 students in under-served schools and communities. For most of these kids, running with an NYRR program is their only opportunity to get exercise or play sports. NYRR Youth Programs have been recognized by Partnership for a Healthier America and First Lady Michelle Obama's Let's Move campaign as a leader in the fight against childhood obesity and health issues. To learn more, visit

www.runwithtfk.org

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