



PRESS RELEASE

FOR IMMEDIATE RELEASE

RACE: THE FINAL FRONTIER

THE JOURNEY OF THE VESSEL "LA REINA"

New York, New York, May 22, 2014 - La Reina Del Barrio, Inc.'s founder and host of BronxNet's Friday "Open" show, Rhina "La Reina" Valentin, will embark on a 6-month mission: to explore the ultimate challenge; to seek motivation and training; to boldly go where "La Reina" has not gone before. Valentin will participate as a charity runner in the 2014 TCS New York City Marathon, her first 26.2-miler.

Valentin is running for "Team for Kids", an organization comprised of volunteers who raise funds for critical services provided by New York Road Runners Youth Programs. These programs combat childhood obesity and empower youth development via running and character-building programs in low-income schools and community centers in New York City, throughout the country, and in Africa.

"La Reina" announced last week through her company newsletter, "I've decided to run the 2014 TCS New York City Marathin... I mean, Marathon... Let me repeat that... I said: I am running this year's TCS NYC Marathon!... OMG!... And, I need your support."

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



PRESS RELEASE

About "OPEN" Friday

"OPEN" Friday, hosted by Rhina Valentin, is one of BronxNet's signature produced shows which covers arts, culture, entertainment, health awareness, women empowerment and youth development. Rhina has been the Friday host since its pilot episode in 2006. Every week she explores all that the arts have to offer to the Bronx and the World.

About BronxNet

BronxNet is an award winning not-for-profit community media center providing access to training and technology while televising programming reflecting the diversity of the Bronx. BronxNet has a commitment to: produce local programming, train the public in television production, provide hands-on internships with solid media career preparation for high school and college students. For more information, please visit www.bronxnet.org

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 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



PRESS RELEASE

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

Contact Information:

Jacqueline Acevedo-Villanueva

917-640-1003

LRDB.PR@GMail.com

###