



**TAYLOR**  
**PRIMERO**

Los Angeles

New York

## **Taylor PRImero Awarded HPRA's PRemio Award For Sports Campaign of the Year**

Los Angeles, CA, October 3, 2008 – Taylor PRImero has been honored with the prestigious PRemio Award for Sports Campaign of the Year for its efforts surrounding the launch of the Bank of America MLB Team Affinity MasterCard card, presented by the Hispanic Public Relations Association (HPRA).

The HPRA's PRemio Award for the Sports Campaign of the Year recognizes Taylor PRImero for its innovation, creativity and cultural competence in Hispanic public relations and marketing campaigns as related to sports.

The Bank of America MLB Team Affinity MasterCard card was launched in the Los Angeles market with a one and a half-day media tour primarily targeting Hispanic consumers and featuring an extensive media tour with legendary Dodgers Hall of Fame broadcaster Jaime Jarrin.

Taylor PRImero was established in 2007 to effectively communicate, engage and positively influence Hispanic consumers nationwide. The Los Angeles-based agency provides client partners such as MasterCard with unparalleled experience and insight into a unique and surprisingly diverse Latino population, its influencers and the media that serve them.

"It's an honor to accept this award on behalf of MasterCard and Taylor PRImero," said Raúl Garza, General Manager, Taylor PRImero. "Our success was the result of experience and insights that allowed us to reach the right consumers with relevant messages delivered by a compelling spokesperson."

### **About Taylor PRImero**

Established in 2007, Taylor PRImero is a specialty agency staffed and managed by bicultural, bilingual professionals in Los Angeles and New York who transform insights gained from research and experience into culturally relevant, language appropriate and effective marketing strategies and programs in lifestyle, sports, and entertainment for category leading consumer brands. Taylor PRImero is a subsidiary of Taylor ([www.taylorpr.com](http://www.taylorpr.com)), named 2008 U.S. Agency of the year by *The Holmes Report*. Diversify your marketing culture at [taylorprimero.com](http://taylorprimero.com).

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