



## \*\*\*MEDIA ADVISORY\*\*\*

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### ***SHERWIN-WILLIAMS CONTINUES TO STRENGTHEN TIES WITH HISPANIC COMMUNITY Partnership with Latino Leadership Emphasizes Commitment to Latino Community***

**ORLANDO, FL – (NOVEMBER 17, 2014)** - It is estimated that 1 in 68 children are diagnosed with an Autism Spectrum Disorder (ASD). This diagnosis affects families of all racial, ethnic, and socio-economic groups. However, the majority of available resources and interventions are not always designed to serve diverse populations. Santiago & Friends | Family Center for Autism was founded in response to this need with the goal of empowering Latino families in supporting the development of their child with ASD through culturally responsive, family-centered behavioral interventions and counseling.

In partnership with Boy Scout Central Florida Troop 0128, Latino Leadership is undertaking the build-out of an autism center where they will be able to provide much needed services and outreach. "We are excited to help provide a safe place of enrichment and hope for families working through an ASD diagnosis. Through the center, we will build on our more than 13 years of service in the Central Florida community", said Marytza Sanz, President/CEO of Latino Leadership. For this build-out, Latino Leadership is the lucky recipient of a \$1,000 gift card to purchase paint at their local Sherwin-Williams store.

"Sherwin-Williams is happy to support NCLR and its Affiliates as they give a colorful facelift to community facilities and initiatives," says Victoria Toth, Multicultural Marketing Manager, Sherwin-Williams. "The power of paint and its ability to instantly transform a space can never be underestimated. When the places where we live, work and play receive a fresh coat of paint, it can help renew spirits and energy."

Latino Leadership and the Sherwin-Williams Orlando Women's Resource Group will be painting the Santiago & Friends | Family Center for autism located at 8617 E. Colonial Drive, Suite 1100 on Tuesday, November 25<sup>th</sup> beginning at 8:00 AM. Volunteers are welcome! Those interested in supporting the Santiago & Friends | Family Center for Autism are asked to contact the organization at 407-895-0801 or send an email to [adelante@latino-leadership.org](mailto:adelante@latino-leadership.org).

For more information on Latino Leadership, Inc. and its initiatives, visit them online at Facebook [www.facebook.com/latinoleadership](http://www.facebook.com/latinoleadership), Twitter [www.twitter.com/latinoleader](http://www.twitter.com/latinoleader) or at [www.latino-leadership.org](http://www.latino-leadership.org).

To follow updates on the Santiago & Friends build-out, visit them online at Facebook [www.facebook.com/santiagoandfriends](http://www.facebook.com/santiagoandfriends), or on Twitter [www.twitter.com/santiandfriends](http://www.twitter.com/santiandfriends).

For more information on Sherwin-Williams and its Hispanic outreach, visit them online at Facebook [www.facebook.com/SherwinWilliamsLatino](http://www.facebook.com/SherwinWilliamsLatino), Twitter [www.twitter.com/SWPintura](http://www.twitter.com/SWPintura) or at [www.SWLatino.com](http://www.SWLatino.com) . People are encouraged to use the hashtag #EstoPintaBien to connect with Sherwin-Williams, while demonstrating how color makes communities and homes vibrant.

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**LATINO LEADERSHIP, INC.**

*Latino Leadership is 501(c)3 community-based organization whose mission is to guarantee the welfare of our children by pursuing the development of a model, strong and vibrant Hispanic community for Central Florida through leadership development and empowerment, education advancement, and economic community development. Through an extensive network of programs and services, Latino Leadership is able to provide the community much needed enrichment opportunities.*

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