



For Immediate Release
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Contact: Ana Gabilondo
Telephone: 202-833-0600
manaisabel@aol.com

**MANA Proudly Announces the Launch of
ELLA®: Entrepreneurial Latina Leaders AvanZando**

MANA, A National Latina Organization in partnership with the National Hispanic Business Information Clearinghouse will launch ELLA®: Entrepreneurial Latina Leaders AvanZando on Monday, March 30th, 2009 at the U.S. Capitol Visitor Center, Room SVC 201-200. House Small Business Committee Chairwoman Nydia Velazquez, ELLA®'s key speaker, will be sharing her insights and unequivocal experience with participants.

ELLA® is a new educational and training initiative aimed at Latina professionals, with particular regard for entrepreneurship, leadership, marketing, communication and efforts to promote green businesses for long-term competitiveness. As part of the 35th Anniversary of MANA, this initiative is being expanded to enrich capabilities, grow the circle of influence and provide a peer and mentoring support network for Latina entrepreneurs and Latinas in Corporate America who may be interested in running their own business.

Following the launching of ELLA® on Monday, March 30th, 2009 a series of regional 1-day events throughout the nation will give Latinas the opportunity to participate. Some of the proposed sites are:

- Albuquerque, NM
- Atlanta, GA
- Charleston, SC
- Columbus, OH
- Corpus Christi, TX
- Dallas-Ft. Worth, TX
- Denver, CO
- El Paso, TX
- Houston, TX
- New York City, NY
- Portland, OR
- San Juan, PR
- Southern CA
- Washington, DC

“Latinas nationwide will meet and support each other as they grow their small businesses and continue to flourish. Moreover, ELLA® will provide Latinas with the tools necessary to start, run, maintain and grow small businesses of their own. Latinas are the fastest growing segment of the small business arena; the ELLA® initiative was long over due,” said Alma Morales Riojas, President and CEO.

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About MANA: MANA, A National Latina Organization, is a nonprofit advocacy organization headquartered in Washington, DC. With chapters across the country, it is the oldest national Latina membership organization in the United States. MANA, whose mission is to empower Latinas through leadership development, community service, and advocacy, envisions a national community of informed Latina activists working to improve the quality of life for all Hispanics. MANA also has the only national Latina mentoring program for girls 11 to 18, known as "HERMANITAS®."

Founded by Mexican American Women in 1974