



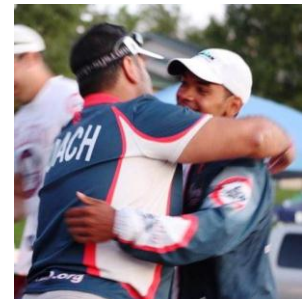
Media Alert  
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TriLatino Triathlon Club, Inc.  
930 Tiffany Street  
Bronx, NY 10459

## TRILATINO'S EDEL BORRERO ANNOUNCED AS "EL AWARD" HONOREE



On Thursday, October 20, El Diario La Prensa, New York's leading Spanish-language daily, will hold their annual ÉL Awards Luncheon where the publication will recognize the achievements of 24 Latinos who have excelled in their given fields while giving back to the community. This prestigious and exclusive event will take place at the Grand Havana Club in New York City and will bring together 100 thought leaders from the Hispanic community.



As an honoree, Edel Borrero, President and Founder of TriLatino, Triathlon Club, Inc. will be honored in the company of New York's most successful and influential Latinos, who are advancing in the philanthropic, educational, corporate, and entrepreneurial, entertainment, sports and community areas. Edel will also be featured in the special supplement published to recognize the accomplishments of all the "EL Award" recipients, highlighting each individual's successes and contributions to the Latino community.

For TriLatino, Edel joined the ranks of Certified USAT Coaches in 2009, but his triathlon experience dates further back to 2005 when he completed his first Olympic length triathlon. In 2008, Edel set forth to introduce endurance sports and physical fitness to the ethnic community, the void that gave rise to TriLatino.

Congratulations Edel Borrero for being such an influential leader in our community!

**About the TriLatino Triathlon Club, Inc.:** TriLatino is a not-for-profit, 501(c)(3) organization dedicated to increasing the participation of Latinos in triathlon and endurance sports, promoting healthy lifestyles, and uplifting our communities.

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