



**** FOR IMMEDIATE RELEASE ****

LA CUNA TO HONOR FRANK URTASUN

SAN DIEGO, CA (*July 25, 2008*) — On Monday, July 28, La Cuna and board of directors Chairman David Bejarano will host a luncheon to honor Frank Urtasun for his commitment to our region's Latino youth and families.

Who: Francisco "Frank" J. Urtasun, Director of Community Partnerships at Sempra Energy, Executive Director of the Sempra Energy Foundation, will be presented the Hero/Heroé Award at the intimate luncheon. A multitude of community leaders including Ruben Barrales, Robert McNeely, Councilmember Ben Hueso and Juan Vargas will attend the exclusive event to recognize Frank Urtasun for heroic acts on behalf of Latino youth and families.

What: Hero/Heroé Award Luncheon

Where: The University Club

Why: "To recognize Frank Urtasun for his community leadership and serving as a strong advocate for improving the quality of life for children and families," stated La Cuna's Board chairman David Bejarano, former Chief of the San Diego Police Department.

About La Cuna, Inc.

In Spanish, *la cuna* means "cradle" — a place of safety and comfort for babies. La Cuna is a young and energetic non-profit organization dedicated to providing quality foster care for San Diego's most vulnerable children, Latino infants from birth to five years of age. La Cuna's goal is to create awareness within the community about the issues surrounding Latino foster children, and to make these "at risk" youngsters a higher priority.

Established in September, 2003 to address the shortage of culturally-sensitive foster homes serving Latino infants and toddlers, *La Cuna* is dedicated to establishing foster family practices that allow young children access to healthy, loving and nurturing environments. For more information on La Cuna, please visit www.lacuna.org or call 619.521.9900

CONTACTS: Sandra Uribe, HMC Advertising. Tel. 619.420.4586 Ext. 101, Cell 619. 990.9734, sandra@hmcadvertising.com; María Luisa Bojórquez, Tel. 619.420.4586 Ext. 105, Cell 619.571-9535, maria@hmcadvertising.com

About La Cuna, Inc. Founded in September of 2003, to address the poor cultural sensibility regarding the foster homes for Latin infants and young children issues, *La Cuna* is dedicated to establishing the link with foster families to allow these children to grow in a healthy, loving and educated surrounding through foster care programs in California.

