

Media Contact:

Rosalina Stober, Vice President
Hispanic Business Initiative Fund of Florida
407-428-5872
RStober@hbifflorida.org

*****FOR IMMEDIATE PUBLICATION**



FLORIDA'S FIRST LATIN-THEMED BIKE RIDE TO BENEFIT HISPANIC SMALL BUSINESS ASSISTANCE ORGANIZATION

(ORLANDO, FL) January 31, 2014 – On Sunday, February 23, 2014, the Hispanic Business Initiative Fund of Florida (HBIF) will hold the inaugural Tour Latino™ at Clermont Waterfront Park. The event will be the first Latin-themed bike ride in Florida. The athletic event will be a signature fundraiser for the nonprofit organization and an opportunity for the community to become involved and support HBIF's mission.

"The cyclist community in Central Florida is rapidly growing and a significant number are Hispanics," said Conrad Santiago, Chair of the Tour Latino™. "We wish to spread the word about what HBIF does, tap a niche market to raise funds to support the HBIF mission, and provide cyclists in our region with a fun and challenging event that will have a Latin twist."

Between 350 and 600 riders are expected to ride a 25, 50 or 100-mile route through hilly Central Florida terrain. After the ride, the participating athletes and their families and friends will gather in the park for a Latin festival. Event sponsors include Conrad Santiago & Associates with Ameriprise Financial, Orlando Health, Reiss Engineering, CenturyLink, Marchena and Graham, P.A. and Orange Cycle.

"Tour Latino™ presents a new opportunity for HBIF to share its mission with and seek support from a different audience," said Rosalina Stober, vice president of HBIF in Central Florida. "There is a great need among Hispanic entrepreneurs for HBIF's services. Tour Latino™ will help us raise critical funds to increase our educational programs and technical assistance. In turn, the small businesses we help will create even more jobs and continue to drive the regional economy."

For more information or to register for the Tour Latino™, please visit www.TourLatino.org.

###

The Hispanic Business Initiative Fund of Florida (HBIF) is the leading Hispanic economic development, nonprofit organization specializing in providing free bilingual assistance to Hispanic entrepreneurs trying to establish or expand their businesses in the state of Florida. For more than 20 years HBIF has promoted the Hispanic entrepreneur, offering programs and creating partnerships to advance economic development and foster job creation. HBIF is headquartered in Orlando and has offices in Miami, Tampa and Kissimmee. For more information, visit www.HBIFFlorida.org.