

# MEDIA RELEASE

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**Media Contact:**

Gaby Ortigoni, Vice President  
407-428-5872

[GOrtigoni@hbifflorida.org](mailto:GOrtigoni@hbifflorida.org)

## **600 CYCLISTS PARTICIPATED IN TOUR LATINO BENEFITING HBIF**

*Third Annual Tour Latino was held with Hispanic flavor*

**(Orlando, FL) February 25, 2016** – *Tour Latino*, a cycling event benefiting the Hispanic Business Initiative Fund of Florida (HBIF), met all the expectations of its organizers on Sunday, Feb. 21. Six hundred people registered for this third annual event to ride 10, 25, 60 and 100-mile routes across the hills of Lake County.

During early hours of the morning, cyclists of different nationalities, ages and cycling experience came from different regions of Florida as well as from other states to gather at Clermont's Waterfront Park, where the long-awaited *Tour Latino* event took place. After the national anthem and flag presentation, HBIF's Vice President in Central Florida Gaby Ortigoni kicked off the sports fundraiser which brought together 600 cyclists as well as their relatives, friends and colleagues.

During the ride, event volunteers offered support to the athletes in strategic locations with beverages and food specifically chosen to help fuel their energy. After riding, the cyclists enjoyed a Latin celebration that included domino games, local business and sponsor exhibits, music, and food donated by Zaza New Cuban Diner.

The closing ceremony was led by Univision Orlando Anchor Paul Gamache. HBIF's Statewide President and CEO Augusto Sanabria, and HBIF's West Coast Vice President Leonela Cole, addressed the attendees to thank them for participating and supporting HBIF's mission. To conclude the ceremony, winners were announced among the cyclists for medals presented by age group and drawing prizes.

The 2016 Tour Latino undoubtedly celebrated and promoted the mission of HBIF and the Hispanic culture, and raised funds that will help the nonprofit organization to continue supporting Hispanic entrepreneurs to create and retain jobs in Florida.

The 2016 Tour Latino was made possible thanks to these sponsors' support: Conrad Santiago & Associates with Ameriprise Financial, Univision Orlando, Fields BMW, Florida Hospital, David's World Cycle, Orlando Health, Marchena & Graham, Florida Dairy Farmers, BB&T, Orange Cycle, and many more.

### **About HBIF**

The Hispanic Business Initiative Fund of Florida, Inc. (HBIF) is the leading Hispanic nonprofit economic development organization in Florida specializing in providing free and bilingual business development to entrepreneurs trying to establish or expand their business. Since 1991, 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 Kissimmee, Tampa and Miami. For more information, visit [www.HBIFFlorida.org](http://www.HBIFFlorida.org).

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