

NEWS/Noticias

FOR IMMEDIATE RELEASE/Para publicación inmediata

Contact: John Turner / Southwest Key Programs / 512.462.2181 / jturner@swkey.org

Austin Toros to Honor Dr. Juan Sanchez and College Prep Academy's Students *Portion of ticket sales from Thursday's game donated to Southwest Key*

AUSTIN, TX — (January 26, 2010) —The Austin Toros will host their annual Hispanic Heritage Night on January 28, against the L.A. D-Fenders at the Austin Convention Center.

This year the Toros will honor Dr. Juan Sánchez, Founder and CEO of Southwest Key Programs. A native Texan, Dr. Sánchez received his Bachelor's at St. Mary's College in San Antonio. He continued his education in Seattle, and ultimately finished his education at Harvard University, where he was among the first Latinos to receive his doctorate from the School of Education.

He then dedicated his life to helping young men and women- particularly those who are poor and of color- by providing life changing opportunities to prepare them for success in their lives. In 1987 he founded Southwest Keys Programs.

Today, Southwest Key Programs is one of the largest Hispanic-led nonprofit organizations in the country operating 55 programs nationwide. Dr. Sánchez is proud to have built one of the most diverse nonprofits in the country, where 93 percent of Southwest Key's 1000 employees, including most top managers, are people of color.

The Toros will also honor Southwest Key's College Prep Academy's students who participated in an essay contest on the importance of celebrating Hispanic heritage.

To celebrate Hispanic Heritage Night, for every ticket sold through [this webpage](#), **the Austin Toros will generously donate \$1 from each ticket to Southwest Key Programs** for the construction of a canopy for our school's outdoor basketball court.

The process is simple, the seats are great, and your tickets will be waiting for you at the arena will-call booth the night of the game.

[Click here for VIP Pricing for all Friends of Southwest Key Programs!](https://www.toroshomecourt.com/key?oid=140)
<https://www.toroshomecourt.com/key?oid=140>

Mid-Level "Blue" Seating – \$9 (Normally \$14)

THURSDAY, JANUARY 28TH
TOROS vs. LOS ANGELES D-FENDERS – 7:30PM
AUSTIN CONVENTION CENTER
(Entrance at 4th and Red River)

Parking is available for \$7 in the parking garage at 5th and Red River.
Reminder – Full-price tickets available at the door for \$14. Get your tickets while supplies last!



PRESS RELEASE

About Southwest Key Programs:

Southwest Key Programs is a national nonprofit organization headquartered in Austin, Texas. It has a creative and diverse staff of over 1,000 employees with a mission to improve the quality of life for children through culturally competent education, community development, and youth and family services. In 2008, Southwest Key was formally accredited by the Council on Accreditation, one of the world's leading human service accrediting agencies. Southwest Key's East Austin Community Development Center now serves as a launching pad for increasing the educational attainment and employability of East Austin residents, leading to higher paid employees, increased tax revenues and increased civic and economic engagement of residents.

For more information, visit www.swkey.org.

#####

