



# Lambda Sigma Upsilon Latino Fraternity, Inc.

"Latinos Siempre Unidos"

ΛΣΥ · Est. April 5<sup>th</sup>, 1979 at Rutgers University

## **FOR IMMEDIATE RELEASE**

Date: February 5<sup>th</sup>, 2008  
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## **LATINO GREEKS ON NATIONALLY SYNDICATED SHOW**

Lambda Sigma Upsilon Appears On "LatinNation"

New York, NY – February 10, 2008

In the summer of 2007, Latino Greeks including members of Lambda Sigma Upsilon Latino Fraternity, Inc. (LSU) were interviewed for a segment on LatinNation, a nationally syndicated television show. The episode will air this week and will feature a special segment on Latino Sororities and Fraternities. "It's a wonderful experience and great exposure for LSU as well as fellow Latino Greeks to be represented on national television; it allows the world to see what we're all about" says Edwin Suarez Jr. National Public Relations officer for LSU. Other Latino organizations featured in this segment are: Omega Phi Chi Sorority, Inc., Hermandad de Sigma Iota Alpha Inc. and Gamma Phi Sigma "Hermanos Unidos" Fraternity, Inc.



Below you'll find the summary of the whole episode and information on where to watch.

Showing Week of 02/04/08 - 02/10/08

Sculptor, David Cortes, tells us how he got to the top of the toy industry; We delve into the world of Latino Fraternities and Sororities; Prepare to be astounded by the street magic of [Smoothini the Ghetto Houdini](#); Laugh out loud with the funny ladies of [The Latin Divas of Comedy](#) as they poke fun of Latina stereotypes; Spanish rock band, Circo, takes a break from touring to tell us about their massive success.

Where to Watch LatiNation:

NEW YORK: MY 9 (WWOR) SUNDAY 2/10 @ 4:30 p.m.  
LOS ANGELES: KCAL 9 (KCAL) LATE NIGHT SATURDAY-EARLY SUNDAY 2/10 @ 12:30a.m.  
CHICAGO: MY 50 (WPWR) SATURDAY 2/9 @ 5 p.m.  
MIAMI: MY TV 33 (WBFS) SUNDAY 2/10 @ 2:30 p.m.

For other cities, go to: [www.LatiNation.tv/wheretowatch](http://www.LatiNation.tv/wheretowatch)

For more information on LSU please contact Lambda Sigma Upsilon Latino Fraternity, Inc. at [info@lsu79.org](mailto:info@lsu79.org) or 1-800-LSU-1155. For more information on "LatinNation" contact Margarita, Marketing Director / Traffic, American Latino TV & LatiNation, LatiNation, LLC. Telephone: (212) 627-3192 ext. 18 or fax: (212) 255-9232.

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Lambda Sigma Upsilon Latino Fraternity, Inc. - On April 5<sup>th</sup>, 1979, twenty Latino men founded Lambda Sigma Upsilon with the goals of promoting Academic Excellence, Cultural Awareness and Diversity, Brotherhood and Serving as role models to the community. For nearly a quarter of the century, Lambda Sigma Upsilon has exceeded the expectations of its founders: uplifting men of all cultures therefore becoming the most diverse fraternity in the nation, assisting the campus communities and community-at-large. LSU provides all men seeking membership equal opportunity and does not discriminate based on race, creed, color, marital status, religion, national origin, age, military status, sexual orientation, disability, parental status, or political affiliation. "LSU...An Evolution of a Revolution; We are not just a Fraternity, We are a Movement."