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## The Latino Cultural Center Welcomes New Hires

**DALLAS, November 10, 2008** – The Latino Cultural Center is pleased to announce the appointment of Bianca Ferrer as events coordinator and Irasema Romero as media and development coordinator.

Ferrer joins the LCC staff as a recent graduate in public relations from the University of Oklahoma. She actively pursued a career in special events throughout her academic career and has gained previous experience through coordinating local film festivals in Oklahoma and internships with the Houston Mayor's Office of Special Events.

"I am enthusiastic about helping develop special events with the Latino Cultural Center and improving outreach efforts with the Dallas community," Ferrer says.

Ferrer fills the spot vacated by Marilia Ortiz, who is currently pursuing a master's degree from the Dallas Theological Seminary.

Romero is a 2008 graduate of Brigham Young University, where she majored in public relations and minor in business management. She most recently completed an internship at a luxury public relations agency in New York City. Prior to that assignment, Romero was a public relations writer for the Marriott School of Management at BYU. In Dallas, she has interned at Fleishman-Hillard as part of their Hispanic public relations team. Romero also brings experience in journalism from serving as a page editor and reporter with the Et Cetera Newspaper, a collegiate newspaper in Mesquite, Texas.

"I am very excited to be part of an organization that promotes the arts and culture of Latinos in our community," Romero says. "It will be very fulfilling to see talent and dedication be appreciated through exhibits at the LCC."

Romero fills the spot vacated by Gabriela Bucio, who currently serves as account manager for a marketing agency in Atlanta.

The Latino Cultural Center staff also includes Alejandrina Drew, general manager; Drema Chavez, cultural program coordinator; Heath Gage, technical coordinator; Nellie Ortez, office assistant; and in maintenance, Karl Hartford.

**The Latino Cultural Center is a division of the City of Dallas Office of Cultural Affairs.** The mission of the Latino Cultural Center is to serve as a catalyst for the preservation, development and promotion of Latino arts and culture in Dallas. The Center is located at 2600 Live Oak, Dallas, Texas 75204.

LCC hours: Tuesday – Saturday 10 a.m. to 5 p.m. For additional information please call 214-671-0045 or visit our **web site at, [www.dallasculture.org/latinocc](http://www.dallasculture.org/latinocc).**

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