

Alianza
National Latino Alliance for the Elimination of Domestic Violence

Alianza kicked off Domestic Violence Awareness Month by unveiling it's much awaited and highly anticipated National Latino Cookbook, "*Remembering the Sabores of my Cocina*", on the opening weekend of the International Balloon Fiesta in Albuquerque, NM!

We were absolutely thrilled with the outcome of the Latino recipe book to raise awareness and can't wait to share it with everyone! The sales were very successful. But even more important, spectators from all over the world who attended the largest balloon event in the world, showed an avid interest in Alianza's mission and the awareness the cookbook project has created.

Cookbook cover contest winner, Eva Ruiz, flew in from Miami, FL to perform a book and poster signing. The status of the well-know Latina artist and the early success of the cookbook itself was quite evident over the weekend. Several of those standing in line to have their books and posters autographed by Eva said they couldn't wait to hang the *Sabores* posters on their walls in Jamaica, Germany, and Spain...just to name a few. Many were also anxious to try the different recipes in their home states from where they traveled.

Alianza collected 275 Latin-inspired recetas (recipes) from domestic violence and abuse programs nationwide, including advocates, survivors, celebrities, Latino organizations and professionals in mainstream organizations. Each recipe also includes a short note from each contributor and/or their organization.

The cost of the cookbook is \$20 (+ \$3/S&H). All are signed by the artist. Proceeds from the sales will go directly back to our organization to benefit programming at Alianza; this includes innovative technical assistance and training.

Thank you to all who contributed a recipe to this project. Not only will this give you vast publicity, but it will also let everyone know just how much you and/or your organization support our efforts all the while helping victims and children in abusive homes.

There is a high demand for these books and they are going FAST! So don't miss out! Make sure and order your copy today and don't forget to order extra for your holiday gift giving!