



Castells Ignites the Night

LOS ANGELES, CA – September 13, 2013 - Castells celebrated the completion of a major agency renovation at its downtown offices, now adorned with artwork by the multi-talented Fernando Allende. The agency hosted a 'Feel the Fire' Art Show and Silent Auction, the proceeds benefitting The LAGRANT Foundation, which 'funds dreams into reality' in minority student scholarships for the marketing, advertising and PR fields.

The Castells event was a celebration of thanks to all the agency's clients and key industry partners, capping off the agency's 8-week branding campaign with an 'It's time to Play with Fire' theme that leverages their flame logo. The makeover underscores the agency's breadth and depth of brand and sales-building efforts over 15 years, as strategic business growth leaders fully immersed in their clients' businesses. The flame was at its brightest night with agency news and a celebrity-studded crowd.

Well-known Hispanic actor, singer and TV host Fernando Allende attended the celebration along with several well-known celebrities like Maria Conchita Alonso and Ernesto Laguardia to name a few. In his first exhibit in Los Angeles, Allende shared what inspired his art passion, as his piece 'La Diva en el Divan', evoking reverence for women, was auctioned off for charity, with TLF scholarship recipients giving animated nods. Displaying another aspect of his artistry, Allende also serenaded the crowd with a few of his hits backed by a Trio. Meanwhile guests enjoyed the art show, celeb step and repeats, hors d'oeuvres and 'Liquid Fire' signature cocktails. Then came a private tasting of the new award-winning tequila 'Valle Sagrado de Fernando Allende', produced by Carmen Sauza and showcasing Allende's art labels with the moniker 'El arte de tequila'. Fire red gift bags with candles and 'Fire' music mix topped off the night.

'We are fired up and moving forward' said President/CEO, Liz Castells-Heard, 'Fire is our essence. It's the passion we feel for our industry, clients, partners and comunidad; the brains, heart and grit of our fearless team, the energy that powers us to be a catalyst, keep evolving and get clients ROI growth. We're honored to have Allende's artwork in our offices, befittingly rooted in our Hispanic heritage, spirit and celebrations; blending global themes of family, dedication and dreams; and highlighting the opposing forces of nature, choices and humanity. Like us, Fernando has the fire en el corazón.'

About Castells & Asociados

ROI-Powered Ideas Fuel Everything We Do

Castells is a national Hispanic marketing agency 'for ROI-powered ideas and business integration', with clients such as McDonald's, Safeway, Toyota and First Five, and leadership in cable/telcomm, CPG, health and retail. Led by magnetic President/CEO Liz Castells-Heard, a Stanford MBA and industry thought leader with 32 years of General market, Client and Hispanic experience known for her strategic acumen, brains and 'tell it like it is' style, supported by powerhouse key partners Leticia Juarez and Malu Febres-Cordero. Known as the architects of Transculturation™, Castells guides clients to address, integrate *and* activate Hispanic profitably across all 'P's', segments and initiatives, applying a strategic filter that leverages both commonalities and unique needs, and optimizes resources. Adcastells.com

About Fernando Allende

Fernando Allende is a Mexican singer, actor, painter, film producer and director. He started singing folk songs at age 7; his talent and good looks landed him his first starring role at 15 in the film 'Maria', opposite Taryn Power. It was the first of 26 films in both English and Spanish, and 16 awards. Allende has also starred in numerous award-winning

novelas and shows, hosted numerous pageants and appeared in hundreds of English TV serial episodes. He has a dozen best-selling records, a gold single, and the Hispanic equivalents of an Oscar and Emmy. fernandoallende.com

About The LAGRANT Foundation

Since 1998, The LAGRANT Foundation has provided \$1.6 million to over 200 scholarship recipients to continue its mission to increase the number of ethnic minorities in the fields of advertising, marketing and public relations. With the generous support of its major donors and supporters, TLF provides students with career development workshops, scholarships, internships, mentors and professional development. Lagrantfoundation.org

Liz Castells-Heard President/CEO and Fernando Allende



Liz Castells-Heard President/CEO



Fernando Allende being interviewed by the press



Fernando Allende being interviewed by the press



Fernando serenading the crowd



Leticia Juarez Partner, Marketing & Client Services with Ernesto Laguardia



Cynthia Correa, Strategic Services & PR with Maria Conchita Alonso



Tequila Valle Sagrado de Fernando Allende



One of many Fernando Allende paintings



Scene at the bar

