



# PREMIO LO NUESTRO A LA MUSICA LATINA

## Paso Finos shine at awards show

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Breaking Barriers is never an easy task. However, with the help of Univision, Galopando TV, and the Florida Paso Fino Horse Association the Paso Fino horse has done just that.

On Thursday, Feb. 21, 2008, 15 million homes, nationwide, and 5000 spectators at the American



Paso Fino stallions that were shown at Premio lo Nuestro

Airlines Arena were witness to four Paso Fino stallions: Carmesi de la Vitrina, Tornado del Conde, Pedregal del conde, and Imponente de la Libertad, gracing the stage at "Premio lo Nuestro," Latin America's largest awards show on the Univision network.

"It was a great privilege to help the Paso Fino horse reach new lengths and find a broader audience," said Alejandro Acosta, president of Galopando TV. "We are very grateful to Univision and the Florida Paso Fino Horse Association for their aid and to the breeders that lent their stallions for Pepe Aguilar's performance."

For those who saw the show, footage of the horses were shown in the jumbo screens during a performance with Mexican singer, Pepe Aguilar.

"It's always been of great interest for me to show many traditions that we have in Latin America," said Aguilar.

Acosta goes on to mention further details of the horses' appearance at *Premio lo Nuestro*. "Galopando TV produced a video of the stallions at Criadero la Libertad with top riders, Jorge Suarez, Javier

the stallions that made a guest appearance at this year's *Premio lo Nuestro*.



Video of stallions shown at Premio lo Nuestro

Suarez, Johan Rojas and Gustavo Ruiz in traditional Mexican attire," Acosta said.

With this performance, the Paso Fino horse has expanded its horizons in more ways than one. The Paso Fino has been introduced to an unexplored, Mexican market,

and reaffirmed its position in the Puerto Rican, Colombian, Dominican Republic, and American markets. The Paso Fino has also been exposed through more press on Univision's news shows: *Despierta America*, and *Primer Impacto*. The riders that appeared at *Premios lo Nuestro* also made a guest appearance on *Primer Impacto* to talk about

the stallions that made a guest appearance at this year's *Premio lo Nuestro*.

On *Despierta America*, Alex Amador, president of the Florida Paso Fino Horse Association, has been invited to give further insight on the Paso Fino horse. The Stallions, Extasis, ridden by David Zapata, and Marinero, owned by Criadero el Asombro will also make an appearance on the show.

With the Paso Fino's appearance at *Premio lo Nuestro*, *Despierta America*, and *Primer Impacto*, the Paso Fino horse breed has now been exposed to a nationwide audience, furthermore, it has taken more steps in the right direction to break even more boundaries.



Pepe Aguilar