



## Distinctive Assets Once Again was there to Gift the Latin GRAMMY Awards

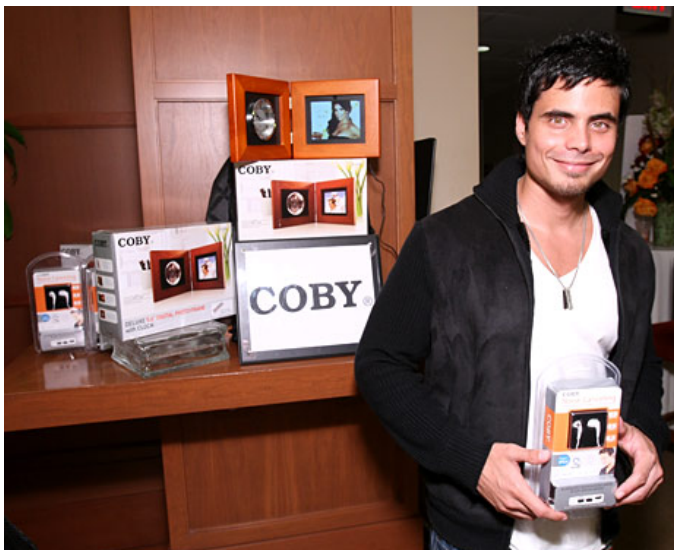
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The hottest event in Latin music geared up again for another exciting evening and true to form, **Distinctive Assets** was there with all the latest must-have products. On November 13th, the **9th Annual Latin GRAMMY Awards** was held in Houston, Texas at the **Toyota Center** and Distinctive Assets was there to gift all the presenters and performers.



### The Gift Bag

Handing out the official Gift Bag to the evening's VIPs, Distinctive Assets had found exciting items to fill them with from companies such as *Pardon My Spanglish* by Bill Santiago, Verizon Wireless, Banyan Tree Mayakoba, B&B Fit, Context Global, Xenon Pictures, The Sports Club/LA, Jimmyland Corporation, Hilton Los Cabos, Ballmania, Traveling Bear™, Redken, Bonadea Drinks, Revolución, PZI Jeans™, *Legends en Español*, Jumex, LaCosteña, Choco Milk and more.



### The Gift Lounge

Not only did the stars of the Latin music community receive a Gift Bag, but they also were invited to come backstage and indulge in the Gift Lounge. **Presented by Redken**, the Gift Lounge was open during the event's rehearsal and on the day of the Latin GRAMMY Awards where guests were able to personally pick out gifts for themselves, their friends and their family, or even their favorite charity. Featured products were available from companies such as

Maru & Friends, Coby Electronics, Gayle Gaston, Hallmark Sinceramente, Farouk Systems, Xtreme Lashes, Thirstytowels.com and Cabo Villas Beach Resort.



### The After Party

After the award show, celebrities headed to the official Latin GRAMMY After Party where they were lavished with yet another goodie bag. **Sponsored by DeVry University**, these bags were filled with La Bella, Pop Chips, Goya Foods, Hip Venture Company, Hip Chicas, Cabo Chips, Redken, Baja Traveler and Latina Magazine among others.

### Distinctive Assets

Distinctive Assets has been providing celebrity placement, product introduction and branding opportunities within the entertainment industry since 1999. They have gifted all the major Hollywood events including GRAMMY® Awards, Academy of Country Music Awards, Tony Awards, Kids' Choice Awards and People's Choice Awards.

Discussing the appeal of the Gift Bags and Gift Lounge, **Distinctive Assets founder, Lash Fary** explained, "This is a perk that the stars, who donate their time, truly look forward to. It is also an ideal marketing opportunity for companies looking to place their products in the hands of worldwide trendsetters and legends within the Latin community."



### The Latin Recording Academy

The Latin Recording Academy is an International, membership-based organization comprised of Spanish- and Portuguese-speaking recording artists, musicians, songwriters, producers and other creative and technical recording professionals. The organization is dedicated to improving the quality of life and cultural condition for Latin music and its makers. In addition to producing the Latin GRAMMY Awards to honor excellence in the recorded arts and sciences, The Latin Recording Academy provides educational and outreach programs for the Latin music community.

For more information about The Latin Recording Academy, please visit [www.grammy.com](http://www.grammy.com).