



For Immediate Release

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Equals Three Communications, Inc. Awarded Contract

Agency Partners With Cultural Center of Spain

To Help Strengthen Cultural Industries in Latin America

Bethesda, MD, November 30, 2009 — Equals Three Communications, Inc was recently awarded a contract to assist The Cultural Center of Spain (CCE) identify opportunities to implement cultural initiatives in conjunction with the Millennium Development Goals (MDGs), which range from halving extreme poverty to halting the spread of HIV/AIDS, all by the target date of 2015. The initiative aims to strengthen the cultural industries in Latin America while addressing issues from human capacity building to cultural rights.

The initiative is developed under the Master Plan of the Spanish Agency for International Cooperation and Development, the AECID, and it aligns with the guidelines and strategies of the United Nations Development Program Culture and Development Report (2004) and UNESCO's The Convention on the Protection and Promotion of the Diversity of Cultural Expression (2005).

"Equals Three will be primarily supporting CCE in strategic consulting and developing a network of cultural and development organizations that have a mission in creating a bridge between Americans and Latino-Americans in the US and artists as well as cultural organizations in Latin America," said Nil Sismanyazici-Navaie, MS, Vice President of Account Leadership for Equals Three. *"We are excited to be part of this project that will contribute to the strengthening of creative sector in Latin America and creating sustainable and broadened opportunities for the local populations there."*

The Cultural Center of Spain is a Miami-based non-profit organization with educational, artistic and cultural purpose aimed to promote and foster cultural cooperation, local creativity and the creation of a space for dialogue and exchange. CCE is a part of a network of cultural centers belonging to the AECID, which consists of 15 cultural facilities located throughout Latin America. Equals Three will organize and effectively communicate CCE's efforts to achieve the goals set forth by the AECID "Culture and Development Strategy Paper."

For more information on CCE, please visit www.ccemiami.org.

About Equals Three Communications, Inc.

Based in Bethesda, Maryland Equals Three is an award-winning agency with a 27-year history of developing successful social marketing communications campaigns for government agencies, domestic and international, nonprofits, and private sector clients. As a full-service agency, Equals Three offers research and strategic planning, creative services, advertising, marketing and branding, public relations, grassroots mobilization, partnership building and a specialization in multicultural outreach. For more information visit www.equals3.com or call 301.656.3100.

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