



## NEWS RELEASE

# ¡A bailar! American Airlines is the official airline sponsor of the 25th Annual Latin GRAMMY Awards®

2024-10-30

American Airlines is proud to announce it is the official airline partner of the Latin GRAMMY Awards®, which is celebrating its 25th Anniversary by returning to the place The Latin Recording Academy calls home, where the journey commenced and its headquarters remain.

The Latin GRAMMY Awards®, taking place Nov. 14, are the preeminent international honor and the only peer-selected award celebrating excellence in Latin music worldwide.

"American is excited for the return of the Latin GRAMMYs to Miami, our leading international gateway to Latin America and the Caribbean," said Juan Carlos Liscano, American's Vice President of Miami Hub Operations. "We look forward to welcoming attendees to Miami International Airport, where American offers up to 400 daily nonstop flights, with 170 flights to more than 70 Latin American and Caribbean destinations, including Mexico, Dominican Republic, Colombia, Argentina and Brazil."

To commemorate this milestone anniversary, American is launching a sweepstakes for AAdvantage® members for the chance to win two tickets to the Latin GRAMMY Awards® and 60,000 AAdvantage® miles. Members can **enter** for the chance to win by providing their AAdvantage® number and contact details. Those who are not AAdvantage® members can **enroll** for free before entering the sweepstakes. Entries close at 11:59 p.m. CST Nov. 7, and a winner will be notified on or around Nov. 8.

Celebrating Latino culture in Miami

American commemorates the milestone year throughout the airport with:

- A custom art installation at Miami International Airport will honor current and past Latin GRAMMY Award® nominees and offer a unique photo opportunity.
- Music from the nominees and past winners will play in front of La Carreta near gate D38 Nov. 10–13 from 4 to 8 p.m.
- A specialty cocktail, El Viajero, featuring American's newest lounge partner Don Francisco Coffee, will be available Nov. 12–17 at the Admirals Club® lounges located at gates D15 and D30.

Highlighting partners throughout the journey

As the Latin GRAMMY Awards® celebrate Latin music, American will celebrate its relationships with brands they partner with, such as:

- Celebrity esthetician Joanna Vargas, whose skincare brand is inspired by her Mexican and Puerto Rican heritage, currently provides two products in American's rotating amenity kit program.
- Ostrichpillow, co-founded by Spanish CEO Pablo Carrascal, provides a comfortable and restful journey on American, with the Nimbus Pillow in Premium Economy.
- Don Francisco's Coffee will bring a fresh cafecito brew to select Admirals Club® lounges in the Northeast, Southeast and Florida regions.

Music is part of la Hispanidad, or Latinos' culture identity, and through its sponsorship of the 25th Annual Latin GRAMMY Awards®, American is proud to showcase how it connects families and wanderlusters to various countries and cities across Latin America and the Caribbean while also exposing them to various travel experiences.

Fostering meaningful connections in the community

American proudly supports the Latin community by building strong partnerships and participating in events that strengthen the community. Earlier this year, the airline worked with Carter's Kids to build a playground benefiting the Boys and Girls Club of Miami-Dade. American's partnership with Glasswing International includes volunteer events in Mexico and the Dominican Republic, impacting more than 3,000 students through educational support. These efforts allow the airline to create access and awareness to careers in aviation for all, ensuring a brighter future for generations to come.