



Raiders and Coors Light Honor NLPOA September 29, 2009



The Oakland Raiders and Coors Light played tribute to the NLPOA during Sunday's pre-game festivities

Additional Pictures

<http://www.raiders.com/media-vault/photo-gallery/Fiesta-Latina-2009/043a0a8f-7591-4810-a7bb-00e3b64ff55a>

National Latino Peace Officers Association TM

The Oakland Raiders and Coors Light will pay tribute to the National Latino Peace Officers Association (NLPOA) during pre-game festivities on September 27 prior to the Oakland Raiders vs. the Denver Broncos game. The ceremony is part of the eighth annual Raiders' Fiesta Latina, which is a celebration of Hispanic Heritage Month at the Oakland-Alameda County Coliseum. This year's Fiesta Latina promises to shower the stadium with Latin-American culture through music performances and much more. The Raiders and Coors Light are committed to bringing a community component to the Fiesta Latina by supporting the NLPOA's efforts.

NLPOA was recognized during the pre-game ceremony as part of the MillerCoors Líderes campaign. Launched in 2006, Líderes provides visibility and resources to dozens of current and emerging leaders in the Hispanic community. Líderes offers leadership development and training to Latino and Latina community leaders throughout the United States. So far, more than 500 leaders have received Líderes training. The NLPOA acknowledged the need to provide training and development for Latino police officers to recognize within themselves and others what leadership is and how to make a difference in the community.

The mission of NLPOA is to eliminate prejudice and discrimination in the criminal justice system; particularly law enforcement, reduce community juvenile delinquency and lessen citizen tension in predominantly Latino communities. The NLPOA was founded in 1972 and is today the largest Latino law enforcement organization in the United States, with local chapters in many cities throughout the country. The NLPOA membership includes chiefs of police, sheriffs, police officers, parole agents, and federal officers, all of whom are employed at the local, state, and federal levels.

The three-time Super Bowl champion Raiders have long been recognized as a global organization and have increased the popularity of NFL football worldwide by playing in American Bowls in London, Barcelona, Tokyo and Mexico City. The Raiders reach an international audience through the team's official web properties in English, Spanish, Chinese, German, Japanese and Tagalog.

Built on a foundation of great beer brands and more than 288 years of brewing heritage, MillerCoors continues the commitment of its founders to brew the highest quality beers. MillerCoors is the second largest beer company in America, capturing nearly 30 percent of U.S. beer sales. Led by two of the best-selling beers in the industry, MillerCoors has a broad portfolio of highly complementary brands across every major industry segment.

Miller Lite is the great tasting beer that established the American light beer category in 1975, and Coors Light is the brand that introduced consumers to refreshment as cold as the Rockies. MillerCoors brews full-calorie beers Coors Banquet and Miller Genuine Draft; and economy brands Miller High Life and Keystone Light. The company also imports Peroni, Grolsch, Pilsner Urquell and Molson Canadian and offers innovative products such as Miller Chill and Sparks. MillerCoors features craft brews from the Jacob Leinenkugel Company, Blue Moon Brewing Company and the Blitz-Weinhard Brewing Company. MillerCoors operates eight major breweries in the U.S., as well as the Leinenkugel's craft brewery in Chippewa Falls, Wis., and two microbreweries, the Leinenkugel's 10th Street Brewery in Milwaukee and the Blue Moon Brewing Company at Coors Field in Denver. MillerCoors vision is to become the best beer company in America by driving profitable industry growth. MillerCoors insists on building its brands the right way through brewing quality, responsible marketing and environmental and community involvement. MillerCoors is a joint venture of SABMiller plc and Molson Coors Brewing Company.

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