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**DFW HISPANIC 100 HONORS MERCEDES OLIVERA WITH
LATINA LIVING LEGEND AWARD**

Activist, Journalist, Educator and Powerful Voice for the Latino Community

DALLAS, TX – August 13, 2018 – The DFW Hispanic 100, a network of Dallas/Ft. Worth area Hispanic women leaders working to increase business and leadership opportunities for Latinas, is posthumously honoring Mercedes Olivera with its Latina Living Legend Award. Ms. Olivera's many contributions to Dallas area Latinos will be recognized during a reception presented by Wells Fargo on September 13, 2018 from 5:30 to 7:30 pm at 3015 at Trinity Groves, 3015 Gulden Lane in Dallas.

The prestigious annual event, attended by community leaders, elected officials and high-profile corporate executives, recognizes the lifetime commitment of a Dallas/Fort Worth area Latina who has distinguished herself through her profession, active community and civic participation, volunteerism, and/or philanthropic endeavors, which directly benefit the community-at-large. Past honorees have included some of the most prominent Latina leaders in North Texas such as the honorable Anita N. Martinez, Gloria Campos, Adelfa B. Callejo, Dr. Gloria Contreras, Dolores Gomez Barzune, Dr. Catalina Garcia, Sheriff Lupe Valdez, Dr. Michele Bobadilla and last year's honoree, Bea Salazar.

Ms. Olivera was recognized for giving voice to the voiceless, using her platform to share the stories of those quietly making an impact on the Hispanic community. A trusted voice for Latinos in Dallas for many years, Ms. Olivera's column for The Dallas Morning News launched in 1975 with a focus on bringing attention to community events and celebrating Latino culture. When her cancer battle forced her to take a hiatus from writing her column in June of 2017, she was one of the longest running columnists for Latino issues in a major metropolitan newspaper.

As a regular contributor to WFAA, Ms. Olivera could often be counted on to fiercely advocate for Latinos, sharing her opinions on Inside Texas Politics. She believed the world needed all of us involved to make it a better place, even if at times it made us uncomfortable.

"She came from a very long line of active Latinas," her daughter, Monica Olivera Hazelton shared with The Dallas Morning News. "Mom felt very passionate about giving back to the community because of the example left to her. She spoke out on behalf of Latinos because she knew there weren't a lot of people who could."

Ms. Olivera had deep roots in Dallas, having graduated from Ursuline Academy of Dallas and earning a bachelor's degree from the University of Dallas. She earned a master's degree from New York University and was a Fulbright Scholar before returning to the Dallas area and teaching journalism at Texas Christian University, where she met her husband Andrew Haskett, also a professor there.

Her passing after a long battle with cancer leaves a void not only for her family and friends, but for the many Latinos in the Dallas area who came to count on her voice and were positively impacted by her advocacy. Her legacy will continue to live in the many students, colleagues and viewers she inspired to continue her legacy of giving a voice to those who do not have one. The DFW Hispanic 100 is proud to honor Ms. Olivera's impact and her legacy, a true representation of the Latina Living Legend Award.

Joining Presenting Sponsor, Wells Fargo for the Latina Living Legend Award Reception, is returning media sponsor NBC/Telemundo, Frost Bank, Iberia Bank, DFW International Airport, University of Texas at Arlington, Argent Associates, Coca-Cola, Dallas Area Rapid Transit, MRR Associates/Ford, Oncor, Real Networks, Vistra Energy, Acme Brick, AARP, Comerica, Linebarger Goggan Blair & Sampson, Cris Lopez, Cristina Zertuche Wong, Suzanne Cruz Sewell, Patricia Rodriguez Christian, Lucinda Rocha, Laguna Media Group, Bridgework Partners and many others.

About The Hispanic 100

The Hispanic 100 is a network of Dallas-area Hispanic women leaders who are committed to increasing business development opportunities for Hispanic, women-owned businesses and to promoting Hispanic women's leadership roles in the private and public sectors. The organization's endowment fund supports Latina educational and social initiatives. For more information, visit www.dfwhispanic100.org.

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