

Matt Foundation Launches "Your Dreams Can Come True In Mexico" Public Service Campaign Ad To Air During This Weekend's Teletón In Mexico And The United States



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SAN ANTONIO, TX – The bi-national, non-for-profit MATT Foundation, (Mexicans and Americans Thinking Together), is launching its first televised campaign to promote its mission of improving conditions of constituents in both countries and to create awareness of its initiative, Quedate en Mexico (Stay in Mexico), that focuses on the creation of economic opportunities in Mexico to help deter and reduce migration to the United States.

"MATT is and will always be a great admirer of the work produced by the Teletón. The Teletón helps those who most need it and we support those efforts wholeheartedly as well as with resources," comments MATT Chair Alonso Ancira. "Both of these organizations focus on improving conditions of our people. That is why MATT decided to launch this campaign – to create awareness of the resources we have to offer people in Mexico and the United States." This is the first time MATT has launched an [information campaign](#) to promote its programs and initiatives that it implements in both Mexico and the United States. MATT is committed to helping both nation's prosper through the creation of educational and economic opportunities and by opening the

channels of communication between its people. "We are neighbors and we depend on the well-being of both countries to succeed and move forward. Without communication and a strategic plan to follow, we fail to explore opportunities of collaboration to strengthen our commercial and geopolitical bonds," concluded Ancira.

The MATT Foundation launched Maestro en Casa (Teacher at Home), a free English-immersion program aired on Catholic radio networks. MATT is also working with the Mexican government on projects designed to generate job opportunities in Mexico so that migration is considered an option and not an economic necessity. For more information on MATT, visit the website at www.matt.org or call toll free 1.866.980.MATT (6288). To contact MATT in Mexico City, call 55.5255.9900 extension 4600.

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Mexicans and Americans Thinking Together (MATT) is a San Antonio-based bi-national, non-profit organization dedicated to bridge the gaps of understanding between Mexicans and Americans and address quality of life issues so both nations may truly prosper together. MATT, through its national grassroots network and presence in Washington, D.C. and Mexico City, implements productive and effective projects focused on [immigration integration](#), economic development and education. MATT is governed by a Board of Directors comprised of business and thought leaders from the U.S. and Mexico. For more information, visit our website at www.matt.org or call MATT toll free at 1-866-980-MATT (6288).

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