

Roland Garcia  
Tel 713.374.3510  
Fax 713.754.7510  
garcia@gtlaw.com

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City of Houston  
Attn: Jackie Schuessler-Kimsey (MHHA)  
901 Bagby, 3rd floor  
Houston, Texas 77002

I am honored to support the nomination of Elva Trevino for the Arts in the Community Award as part of the Mayor's Hispanic Heritage Awards 2024.

Elva Trevino is a recognized visionary, having been honored among the Top 100 Visionaries in Healthcare globally for her impactful work with Champions Club, which has reached 13 countries. Her leadership has led to August 8th being proclaimed "Champions Club Day" in Houston and Sept 27<sup>th</sup> for McAllen, days dedicated to promoting health, family values, and community resilience. Elva has spearheaded health and entertainment campaigns that spotlight local artists and organizations while creating economic opportunities for Houston's Latino community. Her belief in the arts as a crucial element of mental health and well-being blossomed during the pandemic, when she saw firsthand how the arts and entertainment industry could uplift clients and provide much-needed emotional and psychological support.

As a business owner and mother, Elva turned this realization into action, exploding into advocacy for entertainment and the arts while also training top leaders, celebrities, and Grammy and Emmy winners. She recognized that by investing in the arts and entertainment in Houston, she could address deeper community issues, including education system challenges due to budget cuts, mental health concerns, and cultural divisions. Her work has proven that the arts can reduce stress, connect generations and cultures, and offer hope and healing during trying times. She partnered with several industry professionals attached to Champions Club, and even showcased their GENESIS project at the Hispanic Heritage Night for the Houston Dash and Dynamo, creating visibility for her team in 2023. Those artists have also been featured at City Hall during the International Entertainment Partnership proclamation day, and during our 2023 Mayor's Hispanic Heritage Awards as a testament of her relentless passion to see others win at the highest levels.

Elva's leadership is perhaps best reflected in her role as a founder of the Houston Celebrity Entertainment and Arts Soiree, an event that she helped to create as the Community Partnerships Director for the IEP, International Entertainment Partnership. She was pivotal in recruiting leadership to the IEP to strengthen the mission and reach in 2023. This event brings together leaders from film, fashion, music, theater, gaming and the arts alongside health and sports sectors. This groundbreaking collaboration connects consulates, civic leaders, and stakeholders

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in ways that both revitalize Houston's entertainment industry and strengthen its economic foundation. Recently awarded a proclamation under the 2024 administration, this effort supports not only the city's growth in the arts but also its broader focus on safety and development, workforce development, as we continue to drive Houston forward as an entertainment destination, providing jobs for our Houstonians and keeping our dollars in our city.

Elva is a tireless advocate for Latino rights, both locally and nationally, and has worked with Senators in Washington, D.C. alongside Latino leaders from all over the world working on issues that directly impact Houston latinos. Her commitment to education, and mentorship spans from inner-city Houston to suburban areas and cross country Ivy Leagues, where she supports scholarships like the University of Houston Hispanic Alumni Scholarship, WHI Alief, and Houston Community College, helping Hispanic students achieve academic and personal success. She believes traditional education and self development must work together to enhance our communities, and the leaders we build.

Through her mentoring and speaking engagements—over 122 times on various stages—Elva has helped inspire countless leaders and young people alike. She has mentored political figures, Grammy and Emmy winners, leaders at the highest levels and their children, empowering them to reach their full potential. As she has continued researching and advocating for entertainment and the arts in Houston, she realized the profound effect this sector could have on not just the economy but also the mental health and resilience of the community.

Despite her own health issues, Elva dedicates much of her time to raising her 14-year-old daughter while continuing to serve as a beacon of hope for Houston. She is an active member of numerous organizations, including the Latin Grammys, Alley Theatre El Zócalo Committee, Frida Festival, Fit Houston, and others. Her mentorship under renowned figures such as Tim Grover, Grant Cardone, Marcos Witt, and local city leaders has been pivotal in making her a trailblazer in Houston's arts and entertainment sectors. Elva's vision is clear: by uniting arts, health, and community, Houston can rise to be the leading city in America, promoting healthy communities, vibrant creative spaces and attracting/creating the best financial opportunities for the future of Houstonians and our latino communities.

Thank you for considering Elva Trevino for this award. Her relentless passion and commitment to the arts, education, and community service exemplify the values that make Houston a city poised for greatness. I've attached her resume and all necessary forms for your review.

Respectfully,



Roland Garcia