

PERFORMERS ANNOUNCED FOR THE 33RD HISPANIC HERITAGE AWARDS

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Washington, DC - The Hispanic Heritage Foundation (HHF) today announced an impressive lineup of talented artists set to perform on the October 6th PBS broadcast of the 33rd Annual Hispanic Heritage Awards. Spotting some of contemporary Latin Music's fastest rising next generation stars, JESSIE REYEZ, SECH and show host SEBASTIÁN YATRA will be performing their own newly released or current hit tracks. The broadcast will also be highlighted by special themed performances that include New York's critically praised all-women Mariachi group FLOR DE TOLOACHE joining with Latino medical workers that were on the front-lines of emergency care during the outbreak of the Covid-19 crisis, the soulful CALMA CARMONA providing an emotional musical remembrance of civil rights icon John Lewis, and THE MAVERICKS anchoring a captivating tribute to Linda Ronstadt featuring a stellar gathering of critically praised Latina vocalists: JOY HUERTA, LUPITA INFANTE, LA MARISOUL, GABY MORENO and CARLA MORRISON. The broadcast will also see special presenter appearances by previous Hispanic Heritage Award winners Dolores Huerta and Los Tigres del Norte, and this year's previously announced honoree segments that include Linda Ronstadt (Legend), Bad Bunny (Vision), Selena Gomez (Arts), Jessica Alba (Business), America's essential farmworkers (Heroes), and a special posthumous ALLY recognition of John Lewis.

"The Hispanic Heritage Foundation is thrilled with this year's lineup of performances who will pay tribute to our Honorees, our community, and our culture so proudly," said Jose Antonio Tijerino, President and CEO of HHF. "The strength of our community is in our diversity and to showcase the tremendous talent and sincere commitment to delivering not only entertainment but meaningful messages through their music which we can share with the national PBS audience is important to us as an organization."

"I'm excited to be part of this year's Hispanic Heritage Awards and to celebrate the incredible accomplishments by my fellow Latinos," said Sech. "This is an important time for us, and a time to celebrate our culture, music, our roots and traditions. As a Panamanian, I'm very proud of my heritage and my country, and with my music I get to share a piece of me, and Panama, with the world. I'm very happy to be part of the awards and to join the foundation in showing how our culture can bring positive change to our communities."

Describing her participation on the broadcast, Jessie Reyez adds, "This performance is a tribute to all the people we've lost in 2020. To those souls that are on the other side of this life, we stay connected."

"It's a huge honor for us, to not only participate in the Hispanic Heritage Awards, but to honor the one and only Linda Ronstadt. And then to be able to perform with these incredibly talented women just puts it over the top for us," said Raul Malo of the Mavericks. "The age of Covid presents many challenges. I'm proud of everyone's efforts, including the Hispanic Heritage Awards, to make sure the music of our culture never stops reaching people."

The Hispanic Heritage Awards were created by the White House in 1988 to commemorate the establishment of Hispanic Heritage Month in America and is among the highest honors by Latinos for Latinos and supported by 40 national Hispanic-serving institutions. For a video, visit <https://www.youtube.com/watch?v=C92ZiK5MxAs>.

In keeping with current COVID-19 mitigation guidance and with the safety of participants in mind as well as the increased impact the pandemic has had on communities of color, the Hispanic Heritage Awards and PBS broadcast will not include a live ceremony but will feature more intimately filmed performances and Honoree segments filmed on location across the United States and Latin America.

About the Hispanic Heritage Foundation

The Hispanic Heritage Awards serve as a launch of HHF's year-round, innovative, high-impact, actionable programs

focused on education, workforce, leadership and culture. HHF is a 501(c)(3) nonprofit organization. For more information, visit www.hispanicheritage.org and follow the Hispanic Heritage Foundation on Instagram, Facebook and Twitter.

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