

HISPANIC HERITAGE FOUNDATION ANNOUNCES 2014 HISPANIC HERITAGE AWARDS HONOREES, INCLUDING EDUCATION AWARD FROM PRESENTING SPONSOR TARGET, TO BE HONORED ON SEPTEMBER 18 AT WARNER THEATRE IN WASHINGTON, DC

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WASHINGTON, DC – The Hispanic Heritage Foundation (HHF) today announced the 2014 Hispanic Heritage Awards Honorees, who will receive their prestigious recognition on September 18 at the Warner Theatre in Washington, DC. Target will serve as the presenting sponsor for the second year and present an education award as the Hispanic community celebrates cultural pride, contribution and accomplishment. For the first time, PBS will broadcast the Awards as a one-hour special nationally on September 29 at 10 p.m. ET (check local listings) (for a one-minute video visit www.TheHispanicHeritageAwards.com).

The 2014 Honorees are:

Education – the Hayden High School Robotics Team presented by **Target**

Sports – Bernie Williams presented **Amtrak**

Leadership – Henry R. Munoz III

Vision – Zoe Saldaña, presented by **Hershey's**

STEM (Science Technology Engineering Math) – Rep. Ruben Hinojosa presented by **ExxonMobil**

Master of Arts – Pepe Aguilar, presented by **Southwest Airlines**

Legend – Carlos Vives, presented by **AARP**

Special Recognition – 65th Infantry Regiment of the US Army “The Borinqueneers”

“The Hispanic Heritage Foundation is proud to honor yet another inspiring group of Latino leaders with our prestigious Hispanic Heritage Award,” said Jose Antonio Tijerino, president and CEO of HHF. “The Hispanic community has made significant contributions throughout history, and we are proud to recognize that impact. Beyond celebrating our past success, we are focused on the future. Now more than ever, Latinos will play a vital role in moving America forward, and we applaud our sponsors, including Target as our presenting sponsor, for their leadership. We are also thrilled to reach a broader audience through the partnership with PBS, who will broadcast the Awards.”

Top Latino performers and personalities – who will be announced on the next press release – will pay tribute to the Honorees from stage featuring a special performance to close program.

Additional sponsors of the Hispanic Heritage Awards include UPS, Coca-Cola, PhRMA, Adelante

Capital, BBVA Compass, Google, CVS Caremark, NASCAR, NFL, Saber es Poder, Friends of the National Museum of the American Latino, The Raben Group, Entertainment Software Association, Crowell & Moring, US Army, and NRCCUA. Erwin Gomez's Karma Beauty Lounge is the Official Stylist. Southwest Airlines is the Office Airline.

"PBS and our member stations represent and celebrate the communities we serve," said Paula Kerger, President and CEO of PBS. "The Hispanic Heritage Awards are a great opportunity for us to pause and reflect on the contributions Latino Americans have made to our nation, and come together to recognize the fantastic honorees. We look forward to sharing this gala event with our audiences, both on our airwaves, and online, and hope that it inspires greater cultural understanding and appreciation of our diversity as Americans."

The Hispanic Heritage Awards were established in 1987 by the White House to commemorate the creation of Hispanic Heritage Month in America. Since that time, the Hispanic Heritage Awards are considered among the highest honors for Hispanics by Hispanics. The Awards are supported by nearly 40 national Hispanic-serving institutions who co-host the program.

The Awards serve as a launch of HHF's year-round award-winning programs which inspire, identify, prepare, and position Latino leaders in the classroom, community and workforce to meet America's priorities. HHF also promotes cultural pride, accomplishment, and the great promise of the community through public awareness campaigns seen by millions. HHF is a 501(c)(3) nonprofit organization. For more information on the year-round, high-impact programs and work of HHF, including the Awards, visit www.hispanicheritage.org. HHF is headquartered in Washington, DC and has offices in Los Angeles, Miami, New York, and the LOFT [Latinos On Fast Track] Institute is housed at Michigan State University.

PBS, with over 350 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and online content. Each month, PBS reaches nearly 109 million people through television and over 28 million people online, inviting them to experience the worlds of science, history, nature and public affairs; to hear diverse viewpoints; and to take front row seats to world-class drama and performances. PBS' broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS for digital content and services that help bring classroom lessons to life. PBS' premier children's TV programming and its website, pbskids.org, are parents' and teachers' most trusted partners in inspiring and nurturing curiosity and love of learning in children. More information about PBS is available at www.pbs.org, one of the leading dot-org websites on the Internet, or by following [PBS on Twitter](#), [Facebook](#) or through our [apps for mobile devices](#). Specific program information and updates for press are available at pbs.org/pressroom or by following [PBS PressRoom on Twitter](#).

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