

THE 30TH HISPANIC HERITAGE AWARDS PRESENTED BY TARGET Take Place Today (9/14) – Taping For A Nationally Broadcast TV Special on PBS (10/6th)

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Washington, DC – The Hispanic Heritage Foundation’s (HHF) 30th HISPANIC HERITAGE AWARDS PRESENTED BY TARGET will take place on September 14th at the historic Warner Theatre in Washington, D.C. The Awards, which were created by the White House in 1987 to commemorate the establishment of Hispanic Heritage Month in America, are among the highest honors by Latinos for Latinos and supported by 40 national Hispanic-serving institutions that co-host the program.

The Hispanic Heritage Awards will include top Latino performers and personalities paying tribute to the Honorees from the stage, and will be broadcast nationally on Friday, October 6, 2017, (10:00 p.m. ET) on PBS. The Awards recognize the contributions and accomplishments of leading Latino individuals and organizations in various fields while celebrating cultural pride and the great promise to America

The **2017 Hispanic Heritage Awardees** and the **Medallion Sponsors** include:

The DREAMERS - Inspira Award, sponsored by **American Federation of Teachers (AFT)**

Luis Fonsi– *Special Trailblazer Award*, sponsored by **TARGET**

Gael García Bernal – *Vision Award*, sponsored by **The Walt Disney Company**

Rudy Beserra – *Leadership Award*, sponsored by **The Coca Cola Company**

The Latin Recording Academy – *Arts Award*, sponsored by **Southwest Airlines, the Official Airlines**

Alba Colón: *STEM (Science, Technology, Engineering & Math) Award*, sponsored by **ExxonMobil**

Other Medallion Level Sponsors include: Google, T-Mobile the Official Wireless Service Provider, and Friends of the National Museum of the American Latino.

Gold Sponsors include: CVS Health, NASCAR, Aetna Foundation; **Silver Sponsors** are Johnnie Walker; Crowell Moring; Adobe Foundation; The Libre Institute. **Copper Sponsors** are CBS, The Marquez Foundation, General Motors, and **Compadre Sponsors** include: CHCI, MGM Resorts International, Entravision, EsTiempo, Catholic Relief Services, and the U.S. Marines.

“We are extremely grateful to all our sponsors for their support of Hispanic accomplishment, vision and cultural pride,” said Jose Antonio Tijerino, President and CEO, Hispanic Heritage Foundation. “We are also very excited about the amazing line-up of talent joining us in celebration of Hispanic Heritage Month and the value proposition Latinos offer America.”

The Hispanic Heritage Awards are unique in that educators, physicians, innovators, businesspersons, community leaders, and elected officials stand alongside celebrities and great artists in representing the great value Latinos provide the United States and the globe. Past Honorees have included Supreme Court Justice Sonia Sotomayor, Oscar Hijuelos, Juan Luis Guerra, Ana Gabriel, Rita Moreno, Plácido Domingo, Junot Díaz, Celia Cruz, Antonio Banderas, Tito Puente, Anthony Quinn, Juan Marichal, Los Tigres Del Norte, José Feliciano, Isabel Allende, Pedro Martinez, Alejandro Sanz, Oscar De La Hoya, Pepe Aguilar, Gloria Estefan, Martin Sheen, Andy Garcia, Juanes, Carlos Vives, Eva Longoria, and Zoe Saldana, among many others.

The Hispanic Heritage Awards serve as a launch of HHF's year-round, award-winning programs which inspire, prepare and connect Latino leaders in the classroom, community and workforce to meet America's needs in priority fields. HHF is a 501(c)(3) nonprofit organization. For more information on the mission of HHF visit www.hispanicheritage.org.

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CONTACT:

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