

CANELO ALVAREZ TO RECEIVE HISPANIC HERITAGE AWARD FOR SPORTS OCTOBER 1st AT JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS

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WASHINGTON, DC – The Hispanic Heritage Foundation (HHF) announced today that Mexican Boxer Saul “Canelo” Alvarez will receive the Hispanic Heritage Award for Sports during the 32nd Annual Hispanic Heritage Awards at the John F. Kennedy Center for the Performing Arts in Washington, DC, on October 1, 2019.

The Hispanic Heritage Awards, which was created by the White House in 1987 to commemorate the establishment of Hispanic Heritage Month in America, are considered among the highest honors by Latinos for Latinos and are supported by 40 national Hispanic-serving institutions. The other 2019 Honorees will be announced over the summer followed by the performers, hosts and presenters (visit <https://www.youtube.com/watch?v=C92ZiK5MxAs>). Sponsorship opportunities for the Hispanic Heritage Awards are available. Target is the Presenting Sponsor.

“The Hispanic Heritage Foundation is thrilled to recognize the career and cultural pride of Canelo Alvarez who has, more importantly, served as a role model to our youth,” said Jose Antonio Tijerino, President and CEO of HHF. “Canelo has been an inspiration not only to Mexicans and Mexican Americans but to the entire Latino community.”

The 28-year-old Alvarez is a world champion in three different weight divisions since he went professional at 15-years-old. The last rankings have Alvarez as the world's top, pound-for-pound, first by BoxRec; third by The Ring; third by the Boxing Writers Association of America. Alvarez is known for being a strong body puncher and counterpuncher.

Alvarez is the unified WBC, WBA, IBF Ring Magazine and lineal Middleweight World champion. He also won the WBA Super Middleweight World championship in December 2018. His record is 52 wins, one loss and two draws with 35 knockouts. Alvarez currently the number one middleweight in the world.

Alvarez is also active in the community outside of the ring by supporting youth and youth-serving organizations in Mexico as well as Mexico earthquake victims in 2017.

Past Honorees of the Hispanic Heritage Awards have included Alvarez’s mentor Oscar de la Hoya, in addition to Justice Sonia Sotomayor, Rita Moreno, Plácido Domingo, Celia Cruz, Tito Puente, Gloria Estefan, Oscar Hijuelos, Martin Sheen, Ricky Martin, Rubén Blades, Fania All-Stars, Junot Diaz, José Feliciano, Carlos Vives, Alejandro Sanz, Juanes, Antonio Banderas, Juan Luis Guerra, Anthony Quinn, J Balvin, Zoe Saldana, Juan Marichal, Los Tigres Del Norte, Oscar de la Renta, America Ferrera, Pedro Martinez, Luis Fonsi, Andy García, Gael Garcia Bernal, the Latin Grammys, Diego Luna, and others.

About the Hispanic Heritage Foundation

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 as well as promoting cultural pride. HHF is a 501(c)(3) nonprofit organization. For more information on the mission of HHF visit www.hispanicheritage.org.

For more information on the *2019 Hispanic Heritage Awards* or to request media credentials, please contact John Reilly at 212.878.5076 / jreilly@rogersandcowan.com or Sylvia Bedrosian: sbedrosian@rogersandcowan.com

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