

## 30th ANNUAL HISPANIC HERITAGE AWARDS TO BE BROADCAST NATIONALLY, FRIDAY, OCTOBER 6th ON PBS

**Culture** 2017-07-21 07:26:33

Washington, DC – The Hispanic Heritage Foundation (HHF) announced today that the 30th annual Hispanic Heritage Awards will be broadcast nationally on Friday, October 06, 2017, (10:00 p.m. ET) on PBS. Established by the White House in 1988 to commemorate the creation of Hispanic Heritage Month in America, the awards are among the highest honors by Latinos for Latinos, and are supported by 40 national Hispanic-serving institutions.

Set to be filmed on September 14<sup>th</sup> at the historic Warner Theatre in Washington DC, the Hispanic Heritage Awards will recognize the accomplishments of Hispanic leaders in various categories while also celebrating cultural pride and their great contributions to America. With the return of past honorees also expected for this very special 30<sup>th</sup> anniversary edition along with this year's outstanding awardees, the Hispanic Heritage Awards will once again be one of the cornerstone broadcasts of PBS' Hispanic Heritage Month programming.

*"The Hispanic Heritage Foundation is thrilled to be back on PBS for this landmark anniversary," said Jose Antonio Tijerino, President and CEO of HHF. "More than ever, it's important to spotlight the tremendous value Latinos provide the United States. Our Honorees will carry on the great tradition of past awardees and demonstrate the vision, commitment and impact we recognize through our Awards."*

*"We are pleased to join the Hispanic Heritage Foundation in honoring the significant contributions of Latino Americans to our country, and to broadcast the celebration on PBS for the fourth year," added Beth Hoppe, Chief Programming Executive and General Manager of General Audience Programming for PBS. "PBS looks forward to celebrating the 2017 Hispanic Heritage Awardees."*

The honorees for 2017 will be announced across the coming weeks. Past Honorees of the Hispanic Heritage Awards have included Sonia Sotomayor, Rita Moreno, Plácido Domingo, Celia Cruz, Tito Puente, Gloria Estefan, Oscar Hijuelos, Martin Sheen, Ricky Martin, Rubén Blades, Junot Díaz, José Feliciano, Carlos Vives, Alejandro Sanz, Juanes, Antonio Banderas, Juan Luis Guerra, Anthony Quinn, J Balvin, Zoe Saldana, Carlos Gutiérrez, Juan Marichal, Los Tigres Del Norte, Oscar de la Hoya, America Ferrera, Pedro Martinez, Andy García, and 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](http://www.hispanicheritage.org).

### About PBS

[PBS](http://www.pbs.org), with nearly 350 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and digital content. Each month, PBS reaches nearly 100 million people through television and nearly 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. Decades of

research confirms that PBS' premier children's media service, PBS KIDS, helps children build critical literacy, math and social-emotional skills, enabling them to find success in school and life. Delivered through member stations, PBS KIDS offers high-quality educational content on TV – including a new 24/7 channel, online at [pbskids.org](http://pbskids.org), via an array of mobile apps and in communities across America. More information about PBS is available at [www.pbs.org](http://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 and connected devices](#). Specific program information and updates for press are available at [pbs.org/pressroom](http://pbs.org/pressroom) or by following [PBS Pressroom on Twitter](#).

For more information on the *2017 Hispanic Heritage Awards* or to request media credentials, please contact John Reilly at 212 878 5076 / [jreilly@rogersandcowan.com](mailto:jreilly@rogersandcowan.com) or Sylvia Bedrosian: [bedrosian@rogersandcowan.com](mailto:bedrosian@rogersandcowan.com)

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