

## **HISPANIC HERITAGE FOUNDATION ANNOUNCES GEORGE HERRERA WILL RECEIVE BUSINESS AWARD AT 29TH HISPANIC HERITAGE AWARDS SEPTEMBER 22ND**

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**WASHINGTON, DC** – The Hispanic Heritage Foundation (HHF) today announced George Herrera will receive the Business Award at the 29th Annual Hispanic Heritage Awards on September 22, 2016, at the historic Warner Theatre in Washington, DC. The Awards recognize the contributions and accomplishments of Latino leaders in various fields while celebrating cultural pride and the great promise to America. Supreme Court Justice Sonia Sotomayor, Actress/Singer Angelica Maria, Author Junot Díaz, and Singer J Balvin were announced earlier as Honorees. Other Awardees will be announced in the coming weeks.

The Awards were established in 1987 by The White House to commemorate the creation of Hispanic Heritage Month in America. The Awards are considered among the highest honors for Latinos by Latinos and the program will include top Latino performers and personalities paying tribute to the Honorees from the stage.

“The Hispanic Heritage Foundation is very proud to honor George Herrera with the Hispanic Heritage Award,” said Jose Antonio Tijerino, president and CEO of Hispanic Heritage Foundation. “He has been a voice for Latinos through his leadership on corporate boards to supporting small businesses to his advocacy. All our Honorees, including George, embody what it is to be real Americans and a source of inspiration. The Hispanic community has made significant contributions throughout history, and we are proud to recognize that impact in the present and the future as well.”

Herrera is currently an Independent Director of the Board of Directors of Wyndham Worldwide Corporation, one of the world’s largest hospitality company, where he serves as Chairman of the Corporate Governance Committee and is also a member of the Audit Committee. Prior to joining the Wyndham Board, Herrera served as a member of the Board of Directors of the Cendant Corporation.

From 1998 thru 2004, Mr. Herrera served as President and CEO of the United States Hispanic Chamber of Commerce. The Chamber represents the interest of over 2.5 million Hispanic owned enterprises in the United States. During his tenure, Herrera secured the initial funding for a \$100 million private equity fund, named Hispania Capital Partners. From 1978 to 1998, he served as President of Burgos and Associates, Inc., the country’s leading Hispanic woman-owned management and financial consulting firm.

Herrera created the nationally syndicated television show “Hispanics Today,” which was viewed by more than 30 million viewers on NBC, CBS and ABC networks throughout the US. He was recognized by Black Enterprise Magazine, as one of the Top 20 Leaders for Black Economic Empowerment in America, and Hispanic Business Magazine as one of the 100 most influential Hispanics in America. Herrera served as a Delegate to the 1980 and 1986 White House Conference on Small Business and drafted more than 100 public policy recommendations submitted to Congress to enhance the growth and development of small business in America.

In 2002, Herrera was named a “Fellow”, Wharton Society of Fellows at the Wharton School at the University of Pennsylvania.

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).

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