

HISPANIC HERITAGE FOUNDATION ANNOUNCES SINGER-SONGWRITER / ACTOR PRINCE ROYCE TO RECEIVE INSPIRA AWARD AT 29TH HISPANIC HERITAGE AWARDS ON SEPTEMBER 22ND IN WASHINGTON DC

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WASHINGTON, DC – The Hispanic Heritage Foundation (HHF) announced that Singer-Songwriter/Actor **Prince Royce** will receive the *Inspira Award*, which is a special recognition to a role model in the public eye for youth, during the 29th Hispanic Heritage Awards Presented by Target on September 22nd at the venerable Warner Theatre (a PBS broadcast will air on September 30th during Hispanic Heritage Month). Royce will also serve as a spokesperson for HHF's award-winning youth programs (Becky G received the honor last year and was the spokesperson).

The Awards recognize the contributions and accomplishments of Latino leaders in various fields while celebrating cultural pride and the great promise to America. Also being recognized will be Supreme Court Justice Sonia Sotomayor, Angelica Maria, Junot Díaz, J Balvin, Dr. Diana Natalicio, the Fania All-Stars, Massy Arias, Tony Jimenez and George Herrera.

"The Hispanic Heritage Foundation is proud to recognize Prince Royce with our Inspira Award not only for his tremendous talent but for serving as a role model to our youth," said Jose Antonio Tijerino, President and CEO. "Royce represents the important voice our community has in this great country, especially for youth. He is an embodiment of our Latinos On Fast Track (LOFT) initiative which is dynamic, powerful and proud like Royce's music. The Hispanic community has made significant contributions throughout history, and we are proud to recognize that impact in the past, present and future."

Since releasing his triple-Platinum self-titled debut album in 2010, New York-born singer and songwriter Prince Royce has become a bonafide Latin music superstar by bringing a mix of Bachata music (a romantic, acoustic guitar-driven style that originated in the Dominican Republic) and contemporary R&B to the Spanish-speaking world. He has scored 10 No. 1 Latin Airplay hits and 13 No. 1 Tropical hits, won 20 Latin Billboard Awards and earned eight Latin Grammy nominations.

Along the way, Royce has amassed a huge fan base with more than one billion streams online and more than 33 million followers on Facebook alone (6.2M on Twitter and 6M on Instagram). His debut album reached No. 1 on the Latin Albums charts for multiple weeks and was the best-selling Latin album of 2011 in the U.S. spawning four hit singles. He has sold out the most prestigious venues in Latin America, as well as concerts throughout the US. At the age of 22 he was honored with a Latin Billboard Award for Composer of the Year, becoming the youngest artist to garner the award. At 23 BMI named him Latin Composer of the Year.

Royce co-starred as Peter in the Fox live musical broadcast of "The Passion" and is part of the cast of Hulu's "East Los High" (current season 4). His own clothing line under the Ecko brand will be released in 2017.

Established in 1987 by The White House, The Awards 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 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.

For more information on the 2016 Hispanic Heritage Awards or to request media credentials, please contact John Reilly at John Reilly, 917.771.5212, jreilly@rogersandcowan.com

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