

Icon Alejandro Fernandez to receive Hispanic Heritage Award for Music on October 1st at the Kennedy Center

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Washington, DC – The Hispanic Heritage Foundation (HHF) announced today that Mexican Icon Alejandro Fernandez will receive the Hispanic Heritage Award for Music at the 32nd Annual Hispanic Heritage Awards at the John F. Kennedy Center for the Performing Arts in Washington, DC, on October 1, 2019. Alejandro will join Actor Eugenio Derbez, Boxer Canelo Alvarez and a group of Latina leaders including Elizabeth Acevedo, Alejandra Castillo, Virginia Kase and Monica Ramirez.

Fernández, known as "El Potrillo" by the media and his fans, has sold over 35 million albums worldwide and is the son of the legendary Mexican singer Vicente Fernández. Alejandro Fernandez originally focused on traditional, earthy forms of Mexican folk music, such as mariachi and ranchera, then branched out into pop music with great success including duets with Beyoncé, Christina Aguilera, Rod Stewart, Gloria Estefan, Marc Anthony and Plácido Domingo.

"The Hispanic Heritage Foundation is honored to recognize the amazing talents of Alejandro Fernandez as a superstar in the music industry," said Jose Antonio Tijerino, President and CEO of HHF. "Alejandro's impact on Mexico, America and across the globe have left an indelible mark."

Over the course of his career, Fernandez has been awarded two Latin Grammy Awards, Billboard's Hall of Fame Award, and a star on the Hollywood Walk of Fame. Alejandro celebrated his 40-year artistic career with his album *Confidencias*, produced by the legendary producer Phil Ramone which included the lead single *Hoy Tengo Ganas De Ti* with Christina Aguilera, a bilingual of *Nobody Knows You When You're Down and Out* with Rod Stewart, and a duet with his father on an epic take of Julio Iglesias' *Me Olvidé de vivir*.

Rompiendo Fronteras (Breaking borders) from 2017 peaked at #1 on the Top Album Charts and combined the traditional ranchera sound from his earliest repertoire with Latin pop and reggaeton. In all, Fernandez has released 27 albums over his extraordinary career and has approximately 20 million social media followers across Facebook, Instagram, Twitter and YouTube. Continuing his ongoing contribution to the Mexican musical culture, Alejandro Fernandez will release his new single "Caballero" on October 4 as part of his upcoming mariachi album in 2020.

The Hispanic Heritage Awards were created at the White House in 1987 to commemorate the establishment of Hispanic Heritage Month in America and are considered among the highest honors by Latinos for Latinos and are supported by 40 national Hispanic-serving institutions.

More 2019 Honorees will be announced over the next 10 days followed by the performers, hosts and presenters (visit <https://www.youtube.com/watch?v=C92ZiK5MxAs> for a video of the Awards). Sponsorship opportunities for the Hispanic Heritage Awards are available. Target is the Presenting Sponsor.

Past Honorees of the Hispanic Heritage Awards have included 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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