

HISPANIC HERITAGE FOUNDATION ANNOUNCES LUIS FONSI WILL RECEIVE A SPECIAL TRAILBLAZER AWARD AT THE 30th HISPANIC HERITAGE AWARDS ON SEPTEMBER 14th

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Washington, DC – The Hispanic Heritage Foundation (HHF) announced today that Latin music superstar LUIS FONSI will receive a special *Trailblazer Award* and perform at the 30th Annual Hispanic Heritage Awards – set to take place September 14th at the historic Warner Theatre in Washington, D.C. The Awards, which were created by the White House in 1987 to commemorate the establishment of Hispanic Heritage Month in America, are among the highest honors by Latinos for Latinos and supported by 40 national Hispanic-serving institutions that co-host the program.

The Hispanic Heritage Awards will include top Latino performers and personalities paying tribute to the Honorees from the stage, and will be broadcast nationally on Friday, October 6, 2017, (10:00 p.m. ET) on PBS. The Awards recognize the contributions and accomplishments of leading Latino individuals and organizations in various fields while celebrating cultural pride and the great promise to America. Luis Fonsi joins already announced honorees *Gael García Bernal*, *Alba Colón Rudy Beserra* and *The Latin Recording Academy* as part of the annual celebration, with additional honorees set to be announced over the coming days.

“As our community has faced a year with many challenges, we have also ben uplifted by a period of record-setting growth and success for Latin Music” said José Antonio Tijerino, President and CEO of the Hispanic Heritage Foundation. *“For both his dedication across a nearly 20 year recording-career and spearheading an unprecedented global embrace for the sound of our culture, with the entire world coming together to dance to the addictive rhythm of ‘Despacito’ - we are proud to honor Luis Fonsi as our special 30th Anniversary Trailblazer Honoree.”*

Luis Fonsi is an award-winning singer, songwriter, musician and producer from Puerto Rico who has been a constant presence on the Latin Pop charts since the arrival of his very first album “Comenzaré” in 1998. His undeniable and unique talent has generated numerous radio hits that have seduced fans around the world – resulting in multiple gold and platinum records across Mexico, Spain, the United States, Puerto Rico, Argentina, Colombia, Venezuela and Central America. Likewise, his creativity has been recognized with a *Latin Grammy* and multiple *Billboard Latin*, *Premio Lo Nuestro*, *Premios Juventud*, *ASCAP awards* and more.

Following the wide success of his last full album release, 2014’s “8” – which debuted at #1 in 9 countries, produced three #1 singles, and was supported with extensive touring, Luis Fonsi turned his attention to songwriting again, with a deliberate idea to bring an upbeat tempo to his next release. Initially working with co-writer Erika Ender, and with a special feature collaboration with Daddy Yankee, Luis Fonsi captured a lightening in a bottle creative moment with the now historic hit “Despacito”. Released on January 13th of this year – “Despacito” has rewritten the record books and redefined the global acceptance of Latin music. To date, the groundbreaking hit is now the most-streamed song of all-time, has produced the most-watched YouTube music video of all-time, and tied the record for the longest-ever run (16 weeks) for a single atop the Billboard Hot 100 chart. With dozens of additional global records to its credit, Luis Fonsi’s “Despacito” will forever stand as a landmark release that helped propel the distinctive sound of Latin music to an equal footing in the pop world while eradicating language barriers.

The Hispanic Heritage Awards are unique in that educators, physicians, innovators, businesspersons, community leaders, and elected officials stand alongside celebrities and great artists in representing the great value Latinos provide the United States and the globe. Past Honorees have included Supreme Court Justice Sonia Sotomayor, Oscar Hijuelos, Juan Luis Guerra, Ana Gabriel, Rita Moreno, Placido Domingo, Junot Diaz, Celia Cruz, Antonio Banderas, Tito Puente, Anthony Quinn, Juan Marichal, Los Tigres Del Norte, Jose Feliciano, Isabel Allende, Pedro Martinez, Alejandro Sanz, Oscar de la Hoya, Pepe Aguilar, Gloria Estefan, Martin Sheen, Andy Garcia, Juanes, Carlos Vives, Eva Longoria, and Zoe Saldana, among many 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.

For more information on the *2016 Hispanic Heritage Awards* or to request media credentials, please contact John Reilly

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WHERE :

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