

The Hispanic Heritage Foundation Announces Sponsors for the Hispanic Heritage Awards at the John F. Kennedy Center for The Performing Arts on September 12th

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Washington, DC – The Hispanic Heritage Foundation's (HHF) announced the sponsors for the 31st Annual Hispanic Heritage Awards Presented by Target on September 12th at the iconic John F. Kennedy Center for the Performing Arts in Washington, D.C. *Target* will serve as the Presenting Sponsor for the sixth year, and *Nationwide* will be the Broadcast Sponsor. The Awards are being broadcast as a primetime national PBS special on Friday, September 28th (check local listings).

Below are the *Medallion Level Sponsors* and their corresponding *Hispanic Heritage Award Honorees*:

- Σιστερ Νορμα Πιμενταλ Χομμουνιτυ Σερβιχε Αωαρδ πρεσεντεδ βψΝατιονωιδε
- Ριχηαρδ Χραζψ Λεγς Χολον Χυλτυρε Αωαρδ πρεσεντεδ βψΣουτηωεστ Αιρλινεσ
- θεσσε & θοψ – ζισιον Αωαρδ πρεσεντεδ βψ Φριενδς οφ τηε Νατιοναλ Μυσευμ οφ τηε Αμεριχαν Λατινο
- Καρολ Γ Ινσπιρα Αωαρδ πρεσεντεδ βψΤ–Μοβιλε
- Μφ Ροδριγκεζ Τραιλβλαζερ Αωαρδ πρεσεντεδ βψΓοογλε
- Δανιελ Λυβετζκψ Εντρεπρενευρσηιπ Αωαρδ πρεσεντεδ βψΤαργετ
- Ινγριδ Ηοφφμανν Χυλιναρψ Αρτσ Αωαρδ πρεσεντεδ βψΑΑΡΠ
- Ψουνγ Χομμουνιτυ Λεαδερσ #ΜιζοζΑωαρδ βψΙνσταγραμ

Gold Sponsors include: **Aetna Foundation, CVS Health, Crowell & Moring, Walt Disney Co., and ExxonMobil.** *Silver Sponsors* include: **Catholic Relieve Services, CBS, H-Code Media, and Hennessy.** *Copper Sponsors* include: **Coca-Cola, Lyft, Tito's Vodka, MGM, and Verizon.** *Compadre Sponsors* include: **CapitalWirePR, Charter, Es Tiempo, Pepco, Univision, and Vme.**

"We are also grateful to all of our dedicated sponsors for once again joining us in shining a spotlight on this year's Honorees, the great value proposition we offer America, and our culture," said Jose Antonio Tijerino, President and CEO of the Hispanic Heritage Foundation.

[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, September 28, 2018, 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

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, Plácido Domingo, Junot Díaz, Celia Cruz, Antonio Banderas, Tito Puente, Anthony Quinn, Juan Marichal, Los Tigres Del Norte, José Feliciano, Pedro Martinez, Alejandro Sanz, Oscar De La Hoya, Pepe Aguilar, Gloria Estefan, Martin Sheen, Andy Garcia, Juanes, Carlos Vives, Luis Fonsi, 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 2017 Hispanic Heritage Awards or to request media credentials, please contact Sylvia Bedrosian at 787.600.3429/ sbedrosian@rogersandcowan

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