

HIP HOP LEGEND RICHARD “CRAZY LEGS” COLÓN TO RECEIVE HISPANIC HERITAGE AWARD FOR CULTURE ON SEPTEMBER 12 AT THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS AND ON PBS BROADCAST

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WASHINGTON, DC – The Hispanic Heritage Foundation (HHF) announced today that Hip Hop Legend Richard “Crazy Legs” Colón will receive the Hispanic Heritage Award for Culture during the 31st Annual Hispanic Heritage Awards at the John F. Kennedy Center for the Performing Arts in Washington, DC, on September 12, 2018. The Awards will be broadcast nationally on PBS stations during Hispanic Heritage Month. Colón is being recognized for his impact on Latino, American and global culture as well as for his work as an educator and humanitarian.

The Hispanic Heritage Awards, which were created by the White House in 1987 to commemorate the establishment of Hispanic Heritage Month in America, are considered among the highest honors by Latinos for Latinos and are supported by 40 national Hispanic-serving institutions. Colón will join Sister Norma Pimentel and the other Honorees who will be announced over the summer, followed by the performers, hosts and presenters (visit <https://www.youtube.com/watch?v=C92ZiK5MxAs>).

“The Hispanic Heritage Foundation is thrilled to recognize the career Crazy Legs as a Hip Hop pioneer but also for serving as a role model to young people across the world – his influence on culture continues today,” said Jose Antonio Tijerino, President and CEO of HHF. “Legs will join another remarkable class of Hispanic Heritage Awardees who represent the great value, vision and promise of our community to America and the world.”

Colón is a Bronx-born, Puerto Rican dancer, educator and pioneer recognized and respected globally for his Hip Hop and humanitarian contributions. Described as one of the most iconic Latino figures in the history of Hip Hop culture, Colón is the longtime President of legendary dance group, Rock Steady Crew and founder of Backspin Productions, which produces the annual Rock Steady Crew Anniversaries in New York City.

Colón has been honored with countless awards throughout his career, including VH1’s Hip Hop Honors Award, Ronald McDonald House Charities Lifetime Achievement Award and Comité Noviembre’s Puerto Rican Heritage Award. He is a distinguished member of the Cornell University Hip Hop Collection Advisory Board and is featured in the Smithsonian’s National Museum of American History and National Museum of African American History and Culture.

Most recently, Colón was one of eight chosen pioneers in Google Doodle’s celebrated global interactive experience in honor of the 44th anniversary of the birth of Hip Hop. He was also recently featured on CNN’s United Shades of America to speak about the economic state of Puerto Rico—and how he’s using his name and influence to bring money and exposure to the island by way of Puerto Rock Steady. In 2018 Colón will sit on the coveted panel of judges for the 2018 Youth Olympics in Buenos Aires.

Past Honorees of the Hispanic Heritage Awards have included Sonia Sotomayor, Rita Moreno, Plácido Domingo, Celia Cruz, Tito Puente, Gloria Estefan, Oscar Hijuelos, Martin Sheen, Ricky Martin, Rubén Blades, Fania All-Stars, Junot Díaz, 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 Hoya, America Ferrera, Pedro Martinez, Luis Fonsi, Andy García, Gael Garcia Bernal, 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 <i>2018 Hispanic Heritage Awards</i> 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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