

HISPANIC HERITAGE FOUNDATION ANNOUNCES KAROL G WILL PERFORM AND RECEIVE INSPIRA AWARD AT 31st HISPANIC HERITAGE AWARDS

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WASHINGTON, DC – The Hispanic Heritage Foundation (HHF) announced today that music artist Karol G will perform and be recognized as recipient of the *Inspira Award* 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. The *Inspira Award* was created to honor Latino role models for youth on a national stage and provide inspiration. Past recipients have included Diego Luna, America Ferrera, Becky G, Prince Royce, among others.

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. Karol G will join Sister Norma Pimentel, Richard ‘Crazy Legs’ Colón and additional, soon-to-be announced honorees, hosts and performers for this year’s broadcast. ([See the HHA sizzle reel here](#)).

“The Hispanic Heritage Foundation is thrilled to recognize Karol G as a talented and inspiring force in Latin Urban music,” said Jose Antonio Tijerino, President and CEO of HHF. “As a woman in a male-dominated genre, she is a fierce messenger of empowerment and inclusiveness representing the voices of young Latinas at a time more than ever we should all be listening.”

Born in Medellin, Colombia, Karol G found a love of music at an early age when she began performing in school productions and regional music festivals. By the time she was a teenager, her dedication to a life in music was clear as she made her first national TV appearance and went on to study music and vocal techniques at the Universidad de Antioquia in Medellin. By 2012 Karol G achieved her first number one hit with the song “301” which sparked tours across her native Colombia and in countries such as Venezuela, Uruguay, Panama, The United States, Ecuador and more. After a few more years developing additional hits fusing Reggaeton, Trap, Pop and more, wider tours and collaborations with artists such as Nicky Jam, Karol G achieved her major-label signing with Universal Music Latino in 2016, and is now firmly established as the leading female voice in the second-generation of Urban Latin music stars currently topping charts worldwide.

Karol G’s most recent album “*Unstoppable*” debuted straight at #1 last fall on the Billboard Latin Album chart, produced the 10xPlatinum hit “*Ahora Me Llama*,” and now sees smash hit follow-up “*Mi Cama*”- already reaching a landmark #1 on the global YouTube charts. An already viral new remix video with compatriots J Balvin and Nicky Jam has just premiered today.

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 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 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 *2018 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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