



FOR IMMEDIATE RELEASE

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**BRIDGES FOR A JUST COMMUNITY ANNOUNCES 3rd ANNUAL
HISPANIC HERITAGE MONTH CELEBRATION**

Hispanic Heritage Month Runs September 15 Through October 15

CINCINNATI, OH – September 8, 2009 – BRIDGES for a Just Community, the Hispanic Chamber and Cincinnati League of United Latin American Citizens (LULAC) announce Hispanic Heritage Month, sponsored by Macy’s, Fifth Third Bank and Modelo beer, which runs from September 15 to October 15, 2009 (Mexican Independence Day to after Columbus Day). Cincinnati’s Hispanic Heritage Month efforts received national attention recently when NBC News included the campaign in a series about immigration.

Local events and programs include Cincinnati’s 16th Annual Hispanic Festival on Sept. 12-13; an after-work Fountain Square Hispanic Celebration kick-off on Sept. 15, sponsored by Macy’s and Fifth Third Bank; Reds Hispanic Heritage Day at Great American Ball Park on Sept. 19; and the Hispanic Heritage Month closing event on Fountain Square on Oct. 15. For a complete calendar of activities, visit www.cincinnatiHJM.com.

Public service announcements featuring prominent local Hispanics – NFL Hall of Fame inductee Anthony Munoz; artists of the Cincinnati Opera; players from the Cincinnati Reds; Cincinnati Police Sergeant Sylvia Morales; Cincinnati Children’s Hospital Pediatrician Javier Gonzalez del Rey, M.D.; and Procter & Gamble Marketing Executive Edgar Sandoval – will air on local television and radio stations. The PSAs were produced by Local 12, WKRC-TV.

“We want to recognize the contributions made by the many diverse Hispanics in our community and encourage others to get to know their Latino neighbors,” said Robert C. “Chip” Harrod, president and CEO of BRIDGES for a Just Community. “Increased familiarity with our growing Hispanic population will help reduce incidences of unfair treatment in the community,” he added

“Now in our third year, the annual Hispanic Heritage Month campaign is gaining

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more media and corporate support – it’s wonderful to experience how our community can pull together its resources to provide a more balanced perspective of our growing Hispanic community, including the cultural enrichment and economic contributions we bring to the region,” said Neil Comber, an organizer of the local Hispanic Heritage Month and member of the BRIDGES Board.

For more information about the Hispanic Awareness Campaign, please call BRIDGES at 513-381-4660 or visit on-line at www.bridgescincinnati.org. For a calendar of events celebrating Hispanic Heritage Month, please visit www.cincinnatiHMM.com.

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About BRIDGES for a Just Community, Inc.

BRIDGES for a Just Community brings people together to achieve inclusion, equity and justice for all who live and work in the Greater Cincinnati community. As the region’s leading human relations organization, BRIDGES’ vision is to create a respectful, equitable and welcoming community for all citizens through education, advocacy and dialogue. Formerly the National Conference for Community and Justice (NCCJ) of Greater Cincinnati, BRIDGES for a Just Community has served the region since 1944. For more information, call BRIDGES at 513-381-4660 or visit online at www.bridgescincinnati.org.

About Hispanic Heritage Month

In September 1968, Congress authorized President Lyndon B. Johnson to proclaim National Hispanic Heritage Week. The observance was expanded in 1988 to a month-long celebration (Sept. 15 – Oct. 15). America celebrates the culture and traditions of the U.S. residents who trace their roots to Spain, Mexico and the Spanish-speaking nations of the Central America, South America and the Caribbean. Sept. 15 was chosen as the starting point for the celebration because it is the anniversary of independence of five Latin American countries, Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. In addition, Mexico and Chile celebrate their independence days on Sept. 16 and Sept. 18 respectively.

About the Hispanic Chamber Cincinnati USA

The *Hispanic Chamber Cincinnati USA* is dedicated to promoting the continued growth and development of the Hispanic/Latino business community in the Tri-State area. The Chamber works closely with profit and nonprofit area businesses as well as the local and state Chambers of Commerce and the U.S. Hispanic Chamber of Commerce. This Chamber is a link and forum within the national network of Hispanics business associations and firms, working to expand business opportunities; to encourage mutually beneficial ties with the public and private sectors; to serve as an active and visible advocate in the Hispanic business arena.

About the League of United Latin American Citizens (LULAC)

Founded in 1929, the League of United Latin American Citizens (www.lulac.org) is the nation’s oldest and largest Hispanic organization. With over 115,000 members organized into more than 700 LULAC Councils in virtually every state of the nation and in Puerto Rico, LULAC has tremendous outreach into the Hispanic community. With a rich history of advocacy in civil rights, education, economic development, immigration and equal opportunity, LULAC is uniquely positioned to lead the Hispanic community into the next millennium.