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FOR IMMEDIATE RELEASE

BRIDGES FOR A JUST COMMUNITY LAUNCHES HISPANIC AWARENESS CAMPAIGN

Hispanic Heritage Month Runs September 15 Through October 15

CINCINNATI, OH – September 14, 2007 – BRIDGES for a Just Community, in cooperation with the Hispanic Chamber and Cincinnati League of United Latin American Citizens (LULAC), will launch a month-long Hispanic awareness campaign during Hispanic Heritage Month, which runs from September 15 to October 15, 2007 (Mexican Independence Day to Columbus Day).

Public service announcements featuring three prominent local Hispanics, 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. Local events and programs will provide additional opportunities for the Greater Cincinnati community to become more aware of the contributions of Hispanics in our community.

"So much news and information centers around the undocumented segment of our immigrant Hispanic population when in fact the majority of our Latino neighbors are active members of our Greater Cincinnati communities and businesses," said Robert C. "Chip" Harrod, executive director of BRIDGES for a Just Community. "We want to recognize the contributions made by Hispanics in our community and encourage others to realize the added value of diversity and economic development associated with the growth of our local Hispanic population," he added.

"This is a positive step that pulls together our community's media and other resources to improve the characterization of the Hispanic community," said Neil Comber, an organizer of the local Hispanic Heritage Month and member of the BRIDGES Board.

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

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GREATER CINCINNATI HISPANIC HERITAGE MONTH EVENTS
September 15 - October 15, 2007

9/22 BALLET FOLKLORICO "QUETZALLI" DE VERACRUZ
Victoria Theater, Dayton, 7:30pm
Contact: Dennis Luke (937) 228-7591

9/22 FESTIVAL HISPANO
Fentmont Center, Hamilton, 5:00-11:30pm
Contact: (513) 895-6300

9/22 7TH ANNUAL HISPANIC HERITAGE FESTIVAL
RiverScape Metro Park, Dayton, 12:00-11:00pm
Contact: (937) 274-0126

9/27 NKU - EDWARD JAMES OLMOS
"We're All in the Same Gang"
Greaves Concert Hall – 12:15-1:30pm
Contact: Leo Calderon (859) 572-5821

9/27 NURFC - EDWARD JAMES OLMOS
"We're All in the Same Gang"
Town Hall meeting – 2:30-3:30pm
Contact: Leo Calderon (859) 572-5821

9/28 FIESTA DE UNIDAD
Miami U, Hamilton, Schwarm Commons – 4-8pm
Contact: Katina Chandler – (513) 785-3024

10/6 SIXTH ANNUAL HSF CELEBRACION
College scholarship fund raiser
GE Aviation Learning Center – 6:30pm
Contact: Lisa Araya – (859) 801-1877

10/13 NKU/NSHMBA CAREER FAIR
Connecting Firms with Hispanic Talent
University Center Ballroom – 12:00-5:00pm
Contact: Daniel Conde – (513) 288-5050

10/13 SOMOS UNICOS EDUCATE TO ELEVATE CONFERENCE
Duke Energy Center – 9:30 – 5:30pm
Contact Mary Francis (513) 458-6606

11/7 2007 ANNUAL GALA CINCINNATI USA HISPANIC CHAMBER
Keynote speaker – Former President Vicente Fox of Mexico
Hyatt Hotel, Cincinnati, 6:00pm
Contact: Maria McLaughlin (513) 458-6649

FOR MORE INFO, VISIT WWW.ESCAPELATINO.COM OR WWW.MIDWESTLATINO.COM

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