



FOR IMMEDIATE RELEASE

Contact: Tamara Sullivan
513-583-1433
tsullivan1@cinci.rr.com

**BRIDGES FOR A JUST COMMUNITY ANNOUNCES
HISPANIC HERITAGE MONTH ACTIVITIES**

Hispanic Heritage Month Runs September 15 Through October 15

CINCINNATI, OH – September 8, 2008 – BRIDGES for a Just Community, in cooperation with the Hispanic Chamber and Cincinnati League of United Latin American Citizens (LULAC), will build on last year’s inaugural awareness campaign to further increase community engagement during this year’s Hispanic Heritage Month, which runs from September 15 to October 15, 2008 (Mexican Independence Day to Columbus Day).

Public service announcements, produced by Local 12, WKRC-TV, featuring prominent local Hispanics – 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.

Local events and programs, including Cincinnati’s 15th Annual Hispanic Fest on Sept. 13-14, a lunch-time Fountain Square Hispanic Celebration kick-off on Sept. 15, Salsa Night on the Square on Sept. 16 and Reds Hispanic Heritage Day at Great American Ball Park on Sept. 20, will provide additional opportunities for the Greater Cincinnati community to become more aware of the contributions of Hispanics in our community.

“We want to recognize the contributions made by Hispanics in our community and encourage others to appreciate the added value of diversity and economic development associated with the growth of our local Hispanic population,” said Robert C. “Chip” Harrod, president and CEO of BRIDGES for a Just Community. “Increased inclusion of our Hispanic residents will help reduce incidences of unfair treatment in the community,” he added

“This annual campaign is building as a way to pull together our community’s media and other resources to provide a more balanced perspective of our growing Hispanic community, including the cultural enrichment and economic contributions we

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Hispanic Heritage Month Page 2

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 and a calendar of events celebrating Hispanic Heritage Month, please call BRIDGES at 513-381-4660 or visit on-line at www.bridgescincinnati.org.

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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.