

**THE 38th HISPANIC HERITAGE AWARDS PREMIERES FRIDAY, SEPTEMBER
26TH ON PBS**



*The ceremony will also stream on PBS.org and the PBS app, in celebration of
Hispanic Heritage Month*

WASHINGTON, D.C. (9/18/2025) - The Hispanic Heritage Foundation (HHF) and PBS announced that the 38th Annual Hispanic Heritage Awards (HHAs) will air nationwide on Friday, September 26 at 9:00 p.m. ET on PBS ([check local listings](#)). The awards, taped for broadcast on Thursday, September 4 at the historic Warner Theatre in Washington, D.C., will also stream on PBS.org and the PBS app in celebration of Hispanic Heritage Month.

This year's honorees include: Puerto Rican superstar, [RAUW ALEJANDRO](#); trailblazing journalist and an international ambassador for Latin music and art, [FELIX CONTRERAS](#); legendary comedian, actor, and art collector, [CHEECH MARIN](#); Oscar, Golden Globe, and Emmy-nominated Actress, [ROSIE PEREZ](#); passionate advocate for natural beauty, Latina empowerment, and sustainability, and founder and CEO of Rizos Curls, [JULISSA PRADO](#); and Latin Music superstar, hailed by Rolling Stone as "The Queen of Mexican Pop," [GLORIA TREVI](#).

The award ceremony, hosted by actress and producer Mayan Lopez, featured musical performances by honoree Gloria Trevi and a lineup of chart-topping, award-winning artists including Daymé Arocena, DannyLux, Lisa Lisa, and RaiNao. The evening also included special appearances by iconic artists and trailblazers such as Ivy Queen, Steve Berlin (Los Lobos), Paulina Chavez, Julian Works, Gina Torres, MJ Acosta Ruiz, Ivette Rodriguez, Crazy Legs, members of Menudo, and many more.

“We are privileged and grateful to once again partner with PBS and all of our sponsors to celebrate and share our community’s accomplishments, cultural pride, and great promise to America and the world,” said **Antonio Tijerino, President and CEO of the Hispanic Heritage Foundation**. “The PBS broadcast and streaming will ensure our inspiring stories will be seen broadly to foment a greater understanding and appreciation of the Latino community.:

“The Hispanic Heritage Awards captivates our audience every year and PBS is proud to be a part of this important celebration with The Hispanic Heritage Foundation to showcase these amazing honorees that contribute so much to the communities we serve,” says **Sylvia Bugg Chief Programming Executive and General Manager, General Audience Programming at PBS**.

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The Hispanic Heritage Awards (HHAs) were established by The White House in 1988 to commemorate the creation of Hispanic Heritage Month in America and are often recognized as “America’s Hispanic Heritage Month Celebration” and supported by 40 national, Latino-serving institutions. The HHAs recognize Latino accomplishment, vision, and cultural pride. Watch highlights from last year’s awards [HERE](#) & find all past HHA Honorees [HERE](#).

About the Hispanic Heritage Foundation

The Hispanic Heritage Awards serve as a launch of HHF’s year-round mission focused on education, workforce, societal impact, and leadership. Visit www.HispanicHeritage.org. Follow HHF on [Instagram](#), [Facebook](#), [X](#), and [TikTok](#). Listen to the HHF podcast Fritanga on your favorite streaming service and [HHF YouTube channel](#).

About PBS

[PBS](#), with more than 330 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and digital content. Each month, PBS reaches over 36 million adults on linear primetime television, more than 16 million users on PBS-owned streaming platforms, 53 million viewers on YouTube, and 60 million people view PBS content on social media, inviting them to experience the worlds of science, history, nature, and public affairs and to take front-row seats to world-class drama and performances. PBS’s broad array of programs has been consistently honored by the industry’s most coveted award competitions. Teachers of children from pre-K through 12th grade turn to [PBS LearningMedia](#) for digital content and services that help bring classroom lessons to life. As the number one educational media brand, [PBS KIDS](#) helps children 2-8 build critical skills, enabling them to find success in school and life. Delivered through member stations, PBS KIDS offers high-quality content on TV — including a PBS KIDS channel — and streaming free on pbskids.org and the [PBS KIDS Video app](#), games on the [PBS KIDS Games app](#), and in communities across America. More information about PBS is available at PBS.org, one of the leading dot-org websites on the internet, [Facebook](#), [Instagram](#), or through our

[apps for mobile and connected devices](#). Specific program information and updates for press are available at pbs.org/pressroom or by following [PBS Communications on X](#).

For more information on the 38th Hispanic Heritage Awards, please contact John Reilly, jreilly@jrprmusic.com or Nicolás Peña, nicolas@hispanicheritage.org.

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