



FOR IMMEDIATE RELEASE

URBAN LATIN MUSIC ICON WISIN TO RECEIVE THE 2023 HISPANIC HERITAGE VISION AWARD AT THE KENNEDY CENTER AND ON PBS

WISIN, who has garnered an impressive 23 #1 Radio hits in his career, joins Chairman of the NBCUniversal News Group, [Cesar Conde](#); multiple Grammy/Latin Grammy winners [Café Tacvba](#); Grammy Award nominee, [Omar Apollo](#); and the Fastest-growing Mexican-American food brand [Siete Family Foods](#), as honorees announced for the [36th Hispanic Heritage Awards' September 29th broadcast on PBS](#)

Stay Tuned For Additional Special Show Participants Coming Soon



WASHINGTON, DC – (8/23/2023) – The Hispanic Heritage Foundation (HHF) announced today that singer-songwriter, producer, and entrepreneur, WISIN, will receive the Hispanic Heritage Vision Award during the 36th Hispanic Heritage Awards on Thursday, September 7th, at the John F. Kennedy Center for the Performing Arts. The program will be broadcast nationally on PBS on Friday September 29, 2023, and will stream on PBS.org.

“We are thrilled to recognize Wisin with our Vision Award as a singer, songwriter, producer, artist and important cultural presence in media and in the community,” said Antonio Tijerino, HHF President and CEO. “We look forward to honoring him along with the other 2023 awardees and performers at the Kennedy Center and PBS.”

Urban Latin music icon WISIN, whose given name is Juan Luis Morera Luna, is a singer-songwriter, producer, and entrepreneur recognized by his worldwide success. First as part of the groundbreaking duo Wisin y Yandel and now as a solo artist. In the last 18 years he has remained one of Latin music's best-selling artists for both new music and live touring, and most dominant figures in radio airplay, streaming, dance club presence and prestigious award nominations.

As a solo artist, WISIN has achieved thirteen #1 radio hits according to Billboard's Latin Airplay chart (bring his career total to an impressive 23 #1 tracks, when added to his time as part of Wisin y Yandel). In 2017, Wisin was credited as the #1 artist on the Billboard / Latin Airplay-Artist's year-end chart for being the most played Latin singer on the radio in the US and Puerto Rico, and he continues just as strong with his last album notching another #1 debut on the Latin Albums chart.

WISIN has also excelled as a producer and television star. In addition to producing his own music and Wisin y Yandel, the artist produced the first album of CNCO, *Primera Cita* debuted at #1 and since then has had seven hits. Wisin has also produced or co-produced for other music stars such as Jennifer López, Chayanne, Ozuna, Sebastián Yatra, Reik among others. In 2020 he launched his own record label La Base which has already brought singles and albums to the top of radio and sales charts, - with multiple YouTube Trending moments and award recognitions.

The historic Hispanic Heritage Awards, which were created by the White House to commemorate the establishment of Hispanic Heritage Month in America, is among the highest honors by Latinos for Latinos and supported by 40 national Hispanic-serving institutions. Watch the playlist for last year's awards [HERE](#) & [Check out HHF past honorees.](#)

About the Hispanic Heritage Foundation

The Hispanic Heritage Awards serve as a launch of HHF's year-round mission focused on education, workforce, social impact and culture through the lens of leadership. HHF is a national 501(c)(3) nonprofit organization. For more information, visit www.hispanicheritage.org and follow the Hispanic Heritage Foundation on [Instagram](#), [Facebook](#), [Twitter](#), and [TikTok](#).

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 42 million adults on linear primetime television, more than 15 million users on PBS-owned streaming platforms, and 56 million people view PBS content on social media, inviting them to experience the worlds of science, history, nature, and public affairs; to hear diverse viewpoints; 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 Twitter](#).

###

For more information on the 36th Hispanic Heritage Awards,
please contact John Reilly at (jreilly@jrprmusic.com)

For Sponsorship Opportunities,
please contact Jessica Herrera (Jessica@HispanicHeritage.org).