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37TH ANNUAL HISPANIC HERITAGE AWARDS TO AIR SEPTEMBER 27 ON PBS

Nationwide to Serve as Official Broadcast Sponsors

Awards will also stream on PBS.org and PBS app During Hispanic Heritage Month

WASHINGTON, DC – (7/15/2024) – The Hispanic Heritage Foundation (HHF) announced today that the 37th Annual Hispanic Heritage Awards (HHAs) will broadcast Friday, September 27, at 9 pm (EST) on PBS. The ceremony will be taped for broadcast on Thursday, September 5th, at the John F. Kennedy Center for the Performing Arts’ Opera House. Nationwide will once again serve as The Awards Official Broadcast Sponsor, and the program will also be available on PBS.org and the PBS app.

This year’s Hispanic Heritage Awardees announced to date include Designer Carolina Herrera, Beautyblender Creator Rea Ann Silva, and NBA Legend Carmelo Anthony. Stay tuned for more [Honoree](#), performer, and host announcements. (See [HERE](#) for a visual presentation about HHAs.)

“We are privileged to once again partner with PBS, Nationwide, the Kennedy Center, and all of our sponsors to celebrate and share the Latino community’s accomplishments, cultural pride and great promise not just in the theatre but with the entire country and beyond through the broadcast,” said **Antonio Tijerino, President and CEO of the Hispanic Heritage Foundation**. “The PBS broadcast will ensure our inspiring stories will be heard and seen broadly and foment a greater understanding and appreciation of the Latino community – past, present, and future.”

The HHAs, supported by 40 national Hispanic-serving institutions, were established by The White House in 1988 to commemorate the creation of Hispanic Heritage Month in America and broadcast on PBS. The Awards are commonly known as “America’s Hispanic Heritage Month Celebration.” Watch the playlist for last year’s awards [HERE](#) & [Check out HHF past honorees](#).

“As a longtime partner of the Hispanic Heritage Foundation and official broadcast sponsor of the Hispanic Heritage Awards, it is an honor for Nationwide to help shine a light on the extraordinary contributions of the Hispanic community,” said **Ramon Jones, Executive Vice President and Chief Marketing Officer for Nationwide**. “We look forward to celebrating the honorees whose accomplishments have enriched our collective culture and inspired many young Latinos and Latinas to dream big.”

“PBS is proud to distribute The Hispanic Heritage Awards to our audience,” said **Sylvia Bugg Chief Programming Executive and General Manager, General Audience Programming at PBS**. “It is an honor to be a part of this celebration of amazing honorees that contribute so much to the communities we serve, year after year.”

About the Hispanic Heritage Foundation (HHF)



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 nonprofit organization. For more information, visit www.hispanicheritage.org and follow the Hispanic Heritage Foundation on [Instagram](#), [Facebook](#), [X](#), and [TikTok](#). Listen to the HHF podcast Fritanga on your favorite streaming service and [HHF YouTube channel](#).

About Nationwide

Nationwide, a Fortune 100 company based in Columbus, Ohio, is one of the largest and strongest diversified insurance and financial services organizations in the United States. Nationwide is rated A+ by both A.M. Best and Standard & Poor’s. An industry leader in driving customer-focused innovation, Nationwide provides a full range of insurance and financial services products including auto, business, homeowners, farm and life insurance; public and private sector retirement plans, annuities, mutual funds and ETFs; excess & surplus, specialty and surety; pet, motorcycle and boat insurance. For more information, visit <https://www.nationwide.com/>. Follow on [Facebook](#) and [Twitter](#).

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 37th Hispanic Heritage Awards,
please contact John Reilly, jreilly@jrprmusic.com or Nicolás Peña, nicolas@hispanicheritage.org

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