

NATIONAL HISPANIC

HERITAGE MONTH
September 15 to October 15



Each year, Americans observe National Hispanic Heritage Month, by celebrating the contributions of Hispanic Americans whose ancestors came from Mexico, Puerto Rico, Spain, Central America, and South America. ¹ The Hispanic Heritage observance began in 1968 as Hispanic Heritage Week under President Lyndon Johnson and was expanded by President Ronald Reagan in 1988 to cover a 30-day period starting on September 15th and ending on October 15th. It was enacted into law on August 17, 1988, on the approval of Public Law 100-402. ¹ It celebrates people living in the United States who have ancestors in the above countries, which is what makes them Hispanic. This term was first coined in the 1970s after the Census was created. ²

A Few Facts about Hispanic Heritage Month ²

- ✦ Five countries share September 15th as their Independence Day; Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua.
- ✦ Hispanic Heritage Month represents the culture and interest of both Hispanic and Latinx people.
- ✦ One in five people in the United States identifies as Hispanic.
- ✦ There is a new theme for Hispanic Heritage Month every year.

Per the Hispanic Star *Hispanic Heritage Month: Briefing Book 2023*, "This year, we focus on the themes of prosperity, power, and progress, recognizing the significant strides of Hispanics in the economic, political, and social growth of the U.S. under the theme **"Latinos: Driving Prosperity, Power, and Progress in America."** ³

The objectives for this year are: ³

1. Position Hispanics as Positive Contributors and as Growth (Flip the Script!).
2. Speak With One Voice to Break Through the Noise with a Unified Kickoff.
3. Mainstream Hispanic Heritage Month and Reach Critical Mass.
4. Elevate the Hispanic Star Brand to Elevate Latino Visibility.

On September 15th, join the Hispanic Star in kicking off Hispanic Heritage Month during their Opening Ceremony. Go to www.hispanicstar.org. ³

¹ <https://www.hispanicheritagemonth.org/>

² <https://www.bestcolleges.com/blog/hispanic-heritage-month-facts/>

³ <https://hispanicstar.org/toolkit/>

⁴ Graphic: www.teachers.com