



*Latino Heritage LA*

**CELEBRATING  
CREATIVITY AND  
CULTURE**

*[www.LatinoHeritage.la](http://www.LatinoHeritage.la)*





# About Us

**Latino Heritage Month**  
**September 15th to October 15th**

## MISSION STATEMENT

*Latino Heritage LA aspires to engage, inspire, and highlight contributions made by the Latino community to our Nation, while bridging cultural gaps, enhancing and connecting the diverse, multi-racial, and multi-cultural mosaic that is Los Angeles.*

## Our Community

*From elegant art showcases to fun-filled family festivals and vibrant live performances, Latino Heritage LA celebrations encompass diverse events across Los Angeles. Drawing in the county's 5 million Latinos from different backgrounds and lifestyles, including tech-savvy millennials, middle-income families, and accomplished professionals, our festivities offer an exceptional platform for brands to engage with various segments of the Latino community.*

### **Latino Household Consumer Spending**

*Latinos in the county have significant buying power that has increased and is projected to continue to grow year after year.*

- *Latinos in the US are the 5th largest economy in the world*
- *Latinos are growing at a rate of 171 people an hour*
- *1 in 3 Black US stakeholders identify Latino*
- *Latinos are brand loyal*
- *Family and Community is everything for Latino consumers*





## LATINO HERITAGE MONTH L.A. EVENTS:

- **El Grito at Grand Park**  
- September 15
- **Stadium Express Fiestas at Union Station**  
- September 11, 12, 13, 18, 19, 20, 21, 22, 23, 24
- **Loteria & Pinata-making at Olvera Street**  
- September 30, October 1, 7, 8
- **Latinos In Hollywood- Photo Exhibit**  
- September 30, October 1, 7, 8
- **Private Latino-centric Film Screening & Reception**  
- Postponed due to strike
- **Tardeada de Mariachi at East LA Civic Center**  
- October 14

**For more information about events and sponsorship opportunities, contact Margie Hernandez at [Margie@latinoheritage.la](mailto:Margie@latinoheritage.la) or text 310-890-3125**

