



PRESS RELEASE

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2020 HISPANIC HERITAGE MONTH THEME ANNOUNCED

Washington, D.C., April 13, 2020 — The National Council of Hispanic Employment Program Managers (NCHEPM), announced the 2020 Hispanic Heritage Month observance theme: **“Hispanics: Be Proud of Your Past and Embrace the Future.”** The theme invites Hispanics to embrace their backgrounds, to be proud of who they are and where they came from. It encourages members of the Hispanic community to raise their voices to educate others about their cultures and all the contributions Hispanics have made in the past, and will continue to make in the future. It is also a reminder that collectively we can all have a brighter future if we embrace inclusion and accept each other regardless of our cultures and various backgrounds.

The announcement was made during the Council’s April monthly meeting. NCHEPM members, associates, and partners from various federal agencies and affinity groups, including the general public, selected the theme through a voting process, which started in February 2020 with nine theme submissions.

Ms. Aissha Hernández-Ramos, Program Support Assistant from the United States Department of Agriculture in Puerto Rico, submitted the winning theme, stating *“We have worked hard, our great grandparents, grandparents, and parents: Now it is our turn. The future will be brighter and greater. If we work together, we unite as one. One voice, one group working together for a great future. The nation will hear our voice, our culture and our history. Names such as Gabriel Garcia Marquez, Roberto Clemente and Cesar Chavez will be remembered forever. Others made the way like Rita Moreno, and others are making the way as Jennifer Lopez and Jorge Mario Bergolio. All creating pathways and making our heritage proud.”*

Each year, Americans observe National Hispanic Heritage Month from September 15 to October 15, by celebrating the contributions and importance of the Hispanics and Latinos to the United States and those American citizens whose ancestors came from Spain, Mexico, the Caribbean, Central America, and South America.

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 15 and ending on October 15. It was enacted into law on August 17, 1988, on the approval of Public Law 100-402.

The NCHEPM is a membership-based organization consisting of an executive board, members, associates, and partners from multiple Federal agencies and other organizations from across the United States, advocating for the improvement of Hispanic participation in the Federal Government.

For more information about the Council, please visit www.nationalcouncilhepm.org

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