

OP-ED TEMPLATE

The time for Hispanics is now.

The Hispanic community in the U.S. is undeniably driving growth and shaping the culture of the country. After the results of the 2020 Census, it was more clear than ever that Latinos are positive contributors to the country and the growth engine of America. **Hispanic progress is American progress.** Things are falling into place. Hispanics are gaining momentum. They are ready, stronger than ever and need to join forces to break through. This is the generation that can break through, and that's why we need to unite forces for Hispanic Heritage Month.

With 62.1 million people and 51% of the population growth, Hispanics are the future. Did you know that by 2060, 1 in every 3 women in the U.S. will be Latina? Hispanics are the fastest growing and second largest segment in the country. And not only that, Latinos mean growth and economic power. The Latino GDP is \$2.7 trillion, if it were a standalone economy it would be the 7th largest in the world and the 3rd fastest growing!

Hispanics are entrepreneurs and leading in business. 1 in every 5 entrepreneurs is Latino. This is the group that has started more businesses than any other in the U.S. for the past 10 years. 40% of the workforce growth and 74% of U.S. new workers are Hispanic. They are the present and the future of America's workforce.

Despite all this progress and active development, the community has been and continues to be generally misrepresented, misperceived and undervalued. Yet these achievements and development drivers are often invisible, not only externally, but also within the community. 77% of Hispanics are not aware of their own contributions to the U.S.

It is essential for everyone to step forward and speak up. Not only about the power of Hispanics, but also about the need to unify. Unification is key when it comes to changing the narrative of Hispanics in the U.S. There is no doubt that this generation is the one that will break through. For that, we must act together not just to recognize these amazing contributions, but to keep powering Hispanic progress and moving forward.

This Hispanic Heritage Month, [company/organization name] is committed to making sure Hispanics are seen, heard and valued.

[Use this space to add an overview of what your company is doing to advance Latinos.]



In this month, let's capture the world's attention, highlighting Hispanic contributions, stories and data, as well as celebrating Hispanic Stars who should not only be recognized by our community, but by the entire nation. Let's be part of the narrative change. Let's be intentional in elevating together the voice and perception of the Hispanic community.

Hispanics are breaking through challenges, obstacles and stereotypes. America is made of stars and Hispanics are one of them. Together we shine.

