

# PROMOTION TEMPLATE

The time for Hispanics is now and this Hispanic Heritage Month with the support of [Hispanic Star](#), we aim to make this year bigger, bolder and better than ever before.

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.

Hispanic Heritage Month represents an opportunity to ensure Hispanics are seen, heard and valued. 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 the voice and perception of the Hispanic community. The time is now to send together a strong and unified message.

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 during Hispanic Heritage Month.]

We also invite you to take action and create activations as well. As a resource, [Hispanic Star created a complete activation toolkit](#), available to all to join in this collective effort towards the elevation and advancement of the community. Check it out. Utilize the assets, Share the data. Customize the designs.

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

