

MEDIA ALERT:

Mexican Heritage Corporation Goes to Washington

September 15, 2104. San Jose, Ca. ---- September is National Hispanic Heritage Month and the White House annually invites a select group of community leaders to participate in celebrating our nation's Hispanic and Latino heritage. Marcela Davison Aviles, CEO of San Jose's Mexican Heritage Corporation received her invitation to attend this reception on Monday, September 22 at the home of Vice President and Doctor Biden. She looks forward to meeting with her peers in the national Latino leadership to celebrate America's Latino heritage and discuss the issues of the day.

While there Davison Aviles will be meeting with federal agencies about the work being done by the Mexican Heritage Corporation in San Jose's public schools and through its music, culture and arts education conference known as VivaFest.

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About National Hispanic Heritage Month: Each year, Americans observe National Hispanic Heritage Month from September 15 to October 15, by celebrating the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America.

The observation started 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 day of September 15 is significant because it is the anniversary of independence for Latin American countries Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. In addition, Mexico and Chile celebrate their independence days on September 16 and September 18, respectively. Also, Columbus Day or *Día de la Raza*, which is October 12, falls within this 30-day period. <http://hispanicheritagemonth.gov>

About Mexican Heritage Corporation:

The mission of the Mexican Heritage Corporation is to celebrate and preserve the rich cultural heritage of Mexico in the U.S. and showcase multicultural arts in the region. MHC achieves its mission by providing heritage arts education programs and presenting VivaFest, Silicon Valley's annual festival of Latino heritage arts and education. Visit us online at www.vivafest.org.

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