

Celebrating Hispanic Heritage: Honoring Tradition, Empowering the Future

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NEW YORK, Sept. 21, 2025 /PRNewswire/ -- This Hispanic Heritage Month, Mediaplanet is proud to launch the Hispanic Heritage campaign, celebrating the cultural impact of more than 62 million Hispanics in the United States. From preserving rich traditions to shaping the future of education, healthcare, media, and business, the Hispanic community continues to leave an indelible mark on every part of American life.



(https://mma.prnewswire.com/media/2773126/Mediaplanet_Hispanic_Heritage.pdf?p=original)

At the core of the campaign are the stories of leaders, advocates, and innovators who are not only preserving culture but also creating opportunities for the next generation. These voices highlight how equity in representation, professional opportunity, and access to care are essential for a more inclusive future.

The campaign sheds light on key issues still facing Hispanic communities today — from disparities in education and healthcare to underrepresentation in leadership roles. Yet, it also celebrates progress: a growing generation of entrepreneurs, artists, educators, and advocates who are breaking barriers and leading with pride.

This year's campaign is not just a celebration of heritage but a call to action: to honor the contributions of Hispanic communities while working toward equity, opportunity, and representation for all.

The print component of "Hispanic Heritage" is distributed in today's edition of LA Times. The digital component is distributed nationally, through a vast social media strategy, and across a network of top news sites and partner outlets. Copies will be available at select upcoming Latino Business Action Network (LBAN) events.

To explore the digital version of the campaign, visit:

<https://www.modernwellnessguide.com/campaign/hispanic-heritage/>
(<https://edge.prnewswire.com/c/link/?t=0&l=en&o=4509440-1&h=4163839445&u=https%3A%2F%2Fwww.modernwellnessguide.com%2Fcampaign%2Fhispanic-heritage%2F&a=https%3A%2F%2Fwww.modernwellnessguide.com%2Fcampaign%2Fhispanic-heritage%2F>).

This campaign was made possible with the support of Diego Luna

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