

Hispanic CLUE

informa:

For more information on
Hispanic Heritage Month events
in Minnesota
www.hispanic-heritage-mn.com

For a free
Hispanic Heritage Month poster
call (612) 342-4349



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(800) 632-1388



CLUE

Cultural & Linguistic Understanding of Ethnicity

Hispanic Heritage Month

It's National Hispanic Heritage Month!
The month-long celebration begins
September 15th and ends October 15th.

This celebration recognizes the influence
and contribution made by the people of
Hispanic heritage on American history,
values and culture.

La Historia...

• *National Hispanic Heritage Month began in 1968 as a week long celebration. In 1989, a presidential proclamation expanded the observance to a month that encompasses more than one-third of the major Latin-American holidays.*

• *September 15 marks the Independence Day from Spain in Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. The 16th marks Mexico's Independence Day, the 18th Chile's Independence Day, and El Dia de la Raza is celebrated on October 12, known as Columbus Day in the United States.*

...en Minnesota

HHM has been celebrated in Minnesota since 1978. Several non-profit organizations and for-profit companies have shown their support for Hispanic Heritage through their involvement in cultural events throughout the month.

• *Creo International, joined other prominent Minnesota companies such as 3M, Hormel, MIC, Medtronic, State Farm Insurance and Wells Fargo on the organizational committee for this year's events.*

• *Creo contributed its time and expertise to create a distinct graphic identity for Hispanic Heritage Month in Minnesota.*

Something to consider

Hispanics are on their way to becoming the United States largest minority in less than five years, and within a decade will have a spending power of over \$1 trillion.

In Minnesota, the growth of the Hispanic population is exceeding national trends. In the past decade, the number of Latinos has grown 61%; today Hispanics are the state's largest minority group.

• *Contrary to popular beliefs, most Hispanic residents are U.S. citizens that have relocated from other parts of the country, or are in Minnesota legally on work permits.*

Minnesota's strong economy and low unemployment trends have sustained a high demand for additional workers.

• *First generation immigrants are finding work in the Midwest in meat packing plants, commercial farming, service sector jobs, or by starting a business.*

• *Many second and third generation Hispanics are taking advantage of their educational opportunities and starting careers in business, education, law enforcement and medicine.*

• *In addition to job opportunities, Hispanics are attracted to Minnesota by its affordable homes, good public schools and Midwestern hospitality.*

Join your local events and help celebrate Hispanic Heritage Month!

Ethnic Diversity

? Did you know that there are over 87,000 Hispanics in Minnesota? Most are first or second generation Mexican Americans.