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Hispanic

Heritage Month

SEPTEMBER 15 - OCTOBER 15 2022



HISTORY

September 15 was chosen as the start because it is the anniversary of when five Latin American countries—Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua—earned their independence from Spain in 1821.

One of the many Hispanic Heritage Month fun facts is that it started out as Hispanic Heritage Week. President Lyndon Johnson declared Hispanic Heritage Week in 1968. Twenty years later, President Ronald Reagan expands the event to 30 days. Finally, President George H.W. Bush proclaimed Hispanic Heritage Month to last 31 days starting from September 15 to October 15 a day before festivities began in 1989. Since then, Hispanic Americans have been celebrating Hispanic culture during these days for 40 years.

Today, Hispanics and Latinx have become the most significant minority in the US with 62 Million people and roughly 18.7% of the population. With consistent growth each year, Hispanic influence on American culture is becoming more and more visible and has an integral role in shaping the American experience. This month we celebrate the contributions and influence of the Hispanic community to the history, culture and achievements of the United States.

This guide is a small sample of information to educate and provide resources as we appreciate and celebrate a rich and vibrant culture.



DIVERSITY

Hispanic subgroups reflect profound diversity in ethnicity, culture, and origin. Given the distinct differences among the various people we call Hispanic in this country, it is essential to recognize that there is diverseness within this group.

HISPANIC

Term introduced in the 1970s
Refers to someone's Ethnicity
From Spain or Spanish-Speaking country
Person from Brazil is not Hispanic

LATINO/A

Term introduced in the 1990s
Refers to someone's Ethnicity
Latin American origins or descent
Person from Spain is not Latino/a

LATINX/LATINE

Term introduced in the 2004
Refers to someone's Ethnicity and Identity
Gender-neutral or non-binary term for those of Latin American origins or descent

AFRO-LATINO/A

Term introduced in the 20th century
Refers to someone's Ethnicity
Latinos with African Ancestry
Individuals from Latin America

COUNTRY OF ORIGIN

Specific country of birth/descent a person identifies with such as Colombian, Cuban, Argentinian, Boricua*, Chicano**

* Boricua - person from Puerto Rico by birth or descent. Lin-Manuel Miranda is a Boricua.

** Chicano - people of Mexican descent born in the United States. George Lopez is a Chicano.



PRESERVING THE CULTURE

Spanish Language Hispanic Americans are tied together by the Spanish language and with over 38 million Spanish speakers in the United States, it is the second most spoken language in the Nation. The desire of Hispanic families to pass on their culture to their children by teaching them the language or making it the language of the home, coupled with an emphasis on bilingual education in America has helped Hispanics preserve their language.

Learning or brushing up on Spanish is another fun and easy way to appreciate our culture throughout the month. Duolingo is a free language education platform with bite size lessons through their desktop or mobile app that feel more like a game than a textbook, and has a methodology proven to foster long-term retention. Learn more information by downloading the free app on your phone or visiting their website [here](#).

Latin dancing is a form of expression that celebrates culture and preserves the past, and the rich diversity of the Hispanic people have led to an abundance and variety of Spanish and Latin dance.



Some of the most well-known Latin dances include the Cha Cha, Mambo, Merengue and Rumba.

Salsa originating in Cuba in the 1940's, is one of the most practiced dances in the world. This partnered dance has evolved into various styles and is great for beginners being danced with just three steps to four beats.

[Learn the Steps Here!](#)

CONTENT TO WATCH



Gentefied

(Two Seasons on Netflix)

The Morales cousins scramble to save their grandfather's taco shop and pursue their own dreams – as gentrification shakes up their LA neighborhood.



El Rey Vicente Fernandez

(One Season on Netflix)

From his humble upbringing to stardom, Mexican music icon Vicente Fernandez's whirlwind of a life and career is recounted over multiple decades.

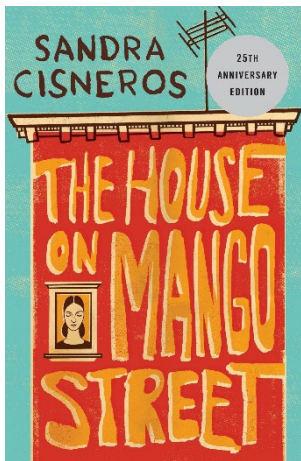


Encanto

(Streaming on Disney+)

The tale of an extraordinary family the Madrigals, who live hidden in a magical house in the mountains of Columbia. Mirabel tries her best to fit in with her family who all hold extraordinary gifts, in order receive her Abuela's approval.

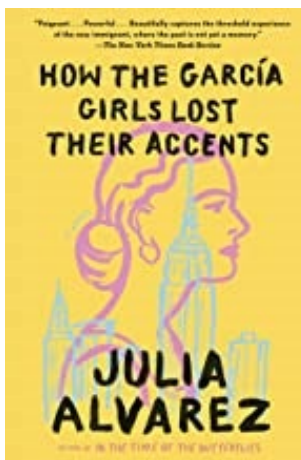
BOOKS TO READ



The House on Mango Street

(by Sandra Cisneros)

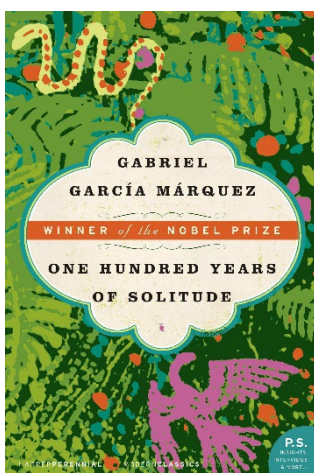
The remarkable story of Esperanza Cordero. Told in a series of vignettes – sometimes heartbreaking, sometimes deeply joyous—it is the story of a young Latina girl growing up in Chicago, inventing for herself who and what she will become.



How the García Girls Lost Their Accents

(by Julia Alvarez)

Uprooted from their family home in the Dominican Republic, the four Garcia sisters - Carla, Sandra, Yolanda, and Sofia - arrive in New York City in 1960 to find a life far different from the genteel existence of maids, manicures, and extended family left behind. What they have lost - and what they find - is revealed in the fifteen interconnected stories.



One Hundred Years of Solitude

(by Gabriel García Márquez)

tells the story of the rise and fall, birth and death of the mythical town of Macondo through the history of the Buendía family. Inventive, amusing, magnetic, sad and alive with unforgettable men and women—brimming with truth, compassion, and a lyrical magic that strikes the soul—this novel is a masterpiece in the art of fiction.

SONGS TO LISTEN

Among the most important Hispanic cultural influences is in the world of entertainment -- Hispanic music reflects diversity of their community with styles that include Chicano Rock, Boogaloo, Norteño, Son Cubano, Salsa, Tropical, Flamenco, Latin Pop, Bachata, Tango and Reggaton.

Enjoy a selection of favorites curated by our very own colleagues! [Listen on Spotify](#) (complements of Frank) or que up from your own music streaming service of choice.

TOP 20 HISPANIC HERITAGE MONTH PLAYLIST

Song - Artist

1. Vivir Mi Vida – Marc Anthony
2. Danza Kuduro – Don Omar, Lucenzo
3. Let's Get Loud – Jennifer Lopez
4. Maria Maria – Santana, The Product G&B
5. Oye Como Va – Santana
6. La Vida Es Un Carnaval – Celia Cruz
7. Suavemente – Elvis Crespo
8. Un Dia (One Day) – J Balvin, Dua Lipa, Bad Bunny, Tainy
9. MIA – Bad Bunny, Drake
10. La Camisa Negra – Juanes
11. Mariposa Traicionera – Mana
12. Oye Mi Amor – Mana
13. I Need to Know – Marc Anthony
14. Mi Gente – J Balvin, Willy William
15. La Bicicleta – Carlos Vives, Shakira, Maluma
16. Baila Esta Cumbia – Selena
17. Volver Volver – Vicente Fernandez
18. Tu Carcel – Los Bukis
19. Lamento Boliviano – Los Enanitos Verdes
20. Eres – Café Tacvba



LET'S COOK

A big part of the cultural heritage that many Latinx people share is food. The passing of recipes from generations who had to immigrate and migrate to the United States has kept many close to their home countries and cultures. These recipes, recreated in homes and restaurants across the United States, give many a taste of their roots.

Salsa

What You'll Need

10 Tomatillos
1 Roma Tomato
½ White onion
2 garlic cloves

5 Green Chili Arbol
5 Red Chili Arbol
½ Bunch Cilantro
2 ½ tsp Chicken Bouillon

1. Place Tomatillos and Roma tomato in a pot of water over medium high heat until water boils.
2. Break apart onion and garlic and remove stems from the green and red chilies.
3. Roast onion, garlic, and the green chili arbol for a few minutes over the stove, then remove.
4. Roast red chili arbol separate then remove (these toast quicker so roast separate).

TIP: Continue to move ingredients around so they do not burn (otherwise salsa will be bitter).

5. Drain pot of water from tomatillos/tomato
6. Add Roma tomato, tomatillos, green and red chilies, and chicken bouillon in blender (pulse 4-5 times)
7. Transfer into a bowl
8. Add in onion and cilantro then mix
9. Refrigerate for two hours and enjoy!



LET'S COOK

Tamal en Cazuela (Cuba)

What You'll Need

- 4 tablespoons olive oil
- 1 pound country- style pork ribs, cut into 1/2-inch cubes
- 1 cup chopped yellow onion
- 1 chopped jalapeño pepper
- 1 clove garlic, chopped
- 1/2 cup chopped tomatoes, canned or fresh
- Salt and pepper
- 7 cups fresh corn kernels, cut from 3 or 4 cobs
- 4 tablespoons chopped fresh parsley, for garnish
- 8 lime wedges, for garnish

This recipe, using pork ribs and a combination of grated corn and cornmeal to thicken it, is easy and fairly quick but delivers plenty of that comforting, grandmotherly flavor

1. In a skillet over medium heat, warm 1 tablespoon of the olive oil. Add the pork and cook until browned on all sides, 6 to 8 minutes. Remove the pork to a plate.
2. In the same skillet over medium heat, cook the onion and cachucha pepper in 2 tablespoons of the olive oil for 4 to 5 minutes, or until the vegetables are soft and starting to brown. Add the garlic and cook for 1 minute more. Stir in the tomatoes, return the pork to the pan, and cook for 4 to 5 minutes more. Season with salt and pepper to taste. Remove from the heat.
3. Place the corn kernels in a blender or food processor and blend on high speed for 2 for 3 minutes to make a fairly smooth puree. In a separate skillet over medium heat, add the remaining 1 tablespoon of the olive oil. Add the corn puree and cook, stirring continuously, until thick, 10 to 15 minutes. Stir 1 cup (250 g) of the pork stew into the corn mixture. Season with salt and pepper to taste.
4. Serve the tamal polenta in bowls, topped with the remaining pork stew, garnished with the parsley and lime wedges.10.



LET'S COOK

Lomo Saltado (Peruvian Steak Frites)

What You'll Need

- 2 tablespoons vegetable oil, divided
- 1 lb sirloin steak, cut into strips
- salt, to taste
- black pepper, to taste
- ½ red onion, sliced
- 1 medium tomato, sliced
- 2 cloves garlic, minced
- 1 tablespoon aji amarillo paste
- 2 tablespoons soy sauce
- 1 tablespoon white vinegar
- 1 tablespoon fresh cilantro, chopped
- 1 lb french fries, cooked, hot
- white rice, cooked, for serving

1. Heat 1 tablespoon of oil in a large pan over high heat. Add the steak, season with salt and pepper, and cook until browned, 5-6 minutes. Remove from the pan.
2. Heat the remaining tablespoon of oil in the same pan, then add the red onion and cook for about 5 minutes, until softened and browned. Add the tomato, garlic, and aji amarillo paste, and cook for another 5-7 minutes, until the tomatoes have released some of their juices, but are still intact.
3. Add the soy sauce and vinegar and stir to combine, let cook for 1 minute.
4. Add the steak, fries, and cilantro. Toss gently to coat the fries in the sauce.
5. Serve with rice



SUPPORT THE COMMUNITY

The Hispanic population is a force not to be overlooked! Not only do they contribute to their own ethnicity's economic & social growth, but also to the U.S.. The number of Hispanic-owned businesses and entrepreneurs has grown dramatically over the past decade and is expected to generate trillions of dollars over the next few years.

Click on the cities below to learn more and check out some Hispanic American-Owned businesses in your region!

