

FOR IMMEDIATE RELEASE

August 29, 2022

The Sacramento Hispanic Chamber of Commerce Inaugural Luces Hispanas Awards Spotlited During the 50th Anniversary Celebration Gala

SACRAMENTO, CA – During the 50th Anniversary Celebration program, the Sacramento Hispanic Chamber of Commerce (SACHCC) will recognize extraordinary individuals and organizations who are the *Luces* (Lights) that inspire us with their care, hope, courage, and legacy. These luminaries are advancing the representation of the Hispanic community through their work, contributions, and accomplishments.

SACHCC Luces Hispanas Awards will only be given every ten years during SACHCC milestone celebrations. The Chamber honors its 2022 Luces Hispanas in the areas of Comunidad, Esperanza, Valor, and Vida.

- **The Luz de Comunidad/ Light of Community Award** recognizes the monumental significance and impact of an individual or entity advancing and sharing the Hispanic culture across the Sacramento region through education, community engagement, and representation. The Luz de la Comunidad celebrates our vibrant culture with passion and spirit. The 2022 Luz de Comunidad Recipient: Casa de Español.
- **The Luz de Esperanza Award** recognizes the visionary work of a young individual or entity that is a beacon of hope for Hispanics throughout the Sacramento region. The Luz de Esperanza Recipient: Armando Salud-Ambriz, Yolo County Elections.
- **The Luz de Valor/ Light of Courage Award** recognizes an inspiring and ceiling-breaking individual or entity that displayed tenacity against significant odds. Their efforts made a significant impact on the advancement of the Hispanic community across the Sacramento region. The Luz de Valor Recipient: Marcos Bretón, The Sacramento Bee.
- **The Luz de Vida/ Light of Life Award** recognizes the trajectory of an individual or entity that has committed a significant amount of time and resources to create a legacy and pathway for future generations of the Hispanic community across the Sacramento region. The Luz de Vida Award Recipient: Eva Garcia, Garcia Realty.

“It is my privilege to recognize and celebrate these amazing Luces Award recipients at our 50th Anniversary Celebration. They represent what is best in our Latino community, our commitment to appreciating and sharing our culture, encouraging our next generation, using our voice to tell our stories, and building legacies that move us



forward,” said Cathy Rodriguez Aguirre, President & CEO of the SACHCC. “For the past 50 years, the SACHCC has passionately advocated and supported minority-owned, Latino, and Latina-owned small businesses. We were thrilled to kick off this chamber milestone at the beginning of August by providing more than \$50,000 in grants to 23 small businesses. We see a bright future that shows that economic prosperity for our Hispanic community uplifts our entire region.”

The Luces Hispanas Awards presentation will be part of the sold-out **50th Anniversary Celebration program at the Golden 1 Center (500 David J Stern Walk, Sacramento, CA 95814), on Thursday, September 8, 2022, at 5:30 p.m.** Platinum Sponsors include: ABM, Sacramento Kings, Golden 1 Credit Union Center. Gold Sponsors: JP Morgan Chase & Co, Cambria Solutions, Kaiser Permanente, SMUD, Telemundo 33, ABC10. Silver Sponsors: Sacramento State, Five Star Bank, AARP Sacramento, Wells Fargo, 3Fold Communications, Self-Help Credit Union, Los Rios Community College District. Bronze Sponsors: PRIDE Industries, City of Sacramento Innovation, Economic and Community Development.

ABOUT THE SACRAMENTO HISPANIC CHAMBER OF COMMERCE

The Sacramento Hispanic Chamber of Commerce (SACHCC), established in 1972, is a gateway organization designed to foster business and economic growth in the Sacramento Region. Its mission is to promote and develop business growth for members and provide access to the Hispanic market

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