



GABRIELA GARCIA LARGEN

DIVERSITY, EQUITY, & INCLUSION

HUMAN RESOURCES

HISTORY OF HISPANIC HERITAGE MONTH

Every year from September 15 to October 15, Americans celebrate National Hispanic Heritage Month by appreciating the community's history, heritage, and contributions of the ancestors of American citizens who came from Mexico, Spain, the Caribbean, and South- and Central America.

September 15 is set as the starting date for the month as it is important for many reasons. It is the independence anniversary for Latin American countries El Salvador, Guatemala, Costa Rica, Nicaragua, and Honduras. From here onwards, the independence days of Mexico and Chile fall on September 16 and September 18, respectively.

HISPANIC HERITAGE MONTH TIMELINE

1777

Fighting for Freedom

The Spanish governor of Louisiana, Bernardo de Gálvez, joins General George Washington's fight against British soldiers and helps win independence.



1845

Texas Becomes a U.S. State

Texas joins the Union as the 28th state — Mexico had controlled the territory until 1836 when Texas won its independence.



HISPANIC HERITAGE MONTH TIMELINE

1945

Brothers in Arms

Over 300,000 Latinos enlist in the American military and fight in World War II.



1960s

Call for Recognition

The push to recognize the Latinx community gains momentum when the civil rights movement is at its peak.



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HISPANIC HERITAGE MONTH TIMELINE

June, 1968

Hispanic Heritage Week

California Congressman George E. Brown introduces Hispanic Heritage Week.



1988

Month Established

Hispanic Heritage Week is first observed under President Lyndon B. Johnson but it is Ronald Reagan who extends it to a month-long celebration.



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HISPANIC HERITAGE MONTH TIMELINE

July 1, 2019

Largest Minority

The Hispanic population of the United States totals 60.6 million people, making it the largest ethnic minority.



2020

Highlighting Hispanic Employees

The U.S. Department of State highlights biographies of outstanding Hispanic employees who support diplomatic efforts around the world.



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WHY HISPANIC HERITAGE MONTH IS IMPORTANT

A. **Strong impact on America**

Hispanic influences are tightly woven into the fabric of American life — think music, food, art, cinema, politics, literature, and so much more.

B. **Around one-fifth of the U.S. population is Hispanic**

The state with the largest Hispanic and Latino population overall is California with over 14 million.

C. **Our kids benefit from it**

While Hispanic children learn about their roots this month, all kids can benefit from learning about Spanish history and culture.

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The Catedral de Guadalajara © Alamy Stock Photo

Guadalajara

The second largest city in Mexico, Guadalajara is a complex metropolis that evokes scenes of colonial churches, outdoor markets, mariachi bands and artisanal tequila.

Things to do:

- Tour the Centro Histórico
- Attend a concert in the Plaza de Armas
- Lie under a masterpiece in Hospicio Cabañas
- Listen to mariachis in Tlaquepaque
- Admire Mexican folk art at the Museo Pantaleón Panduro
- Cycle through the streets
- Wander through the largest indoor market in the Americas
- Watch the light and sound show at the Basílica de Zapopan



The Cathedral de Guadalajara in Plaza de Armas © Christian Kober/Getty Images

Día de Muertos: Celebrate Mexico's Day of the Dead

From late October to early November, visitors flock to Mexico for *Día de Muertos* (Day of the Dead). An annual remembrance of departed souls, the holiday earned a designation as an 'intangible cultural heritage' by Unesco in 2003 and encapsulates the country's upbeat treatment of mortality, making it one of the world's most universally familiar festivals.

The Día de Muertos tradition

In a belief system inherited from the Aztecs and corrupted by Catholic conquistadors, many Mexicans believe their dead reside in a place called Mictlān, and can return to their homes at this time of year. The celebrations originally occurred throughout the month of August, but the Catholic conquistadors, hoping to assimilate the holiday through their favored tactic of cultural *mestizaje* (mixing), moved it to the day after All Saints' Day.





JALA, PUEBLO MÁGICO  UVAHR

Jala is a population belonging to the municipality of Jala, in the State of Nayarit.

Jala is located at 1070 meters above sea level (SNM). Jala is the municipality in the state of Nayarit that has the most diverse number of historical monuments, among which stand out: its parish church, built in the second half of the 19th century, and the ruins of the old hospital with its Baroque façade.

Characteristic:

He joined the Pueblos Mágicos program in 2012.

The name of Jala is derived from the Nahuatl word "Xali" which means sand, and from the variant "Tla", which refers to "place where it abounds".

Jala was the first settlement with settlers of Nahuatl origin and was evangelized by the friars of Ahuacatlán.

It went from town to village on February 5, 1918, with the promulgation of the Political Constitution of the State of Nayarit, being integrated as a municipality of this entity.

Attractions:

- Lateran Basilica of Our Lady of the Assumption.
- Old Chapel of San Francisco
- Jala Community Museum
- Ceboruco volcano



TEQUILA, PUEBLO MÁGICO



(<https://www.youtube.com/watch?v=qDj6Ajcd9N4&t=102s>)

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Thanks for joining us at the 2022
Hispanic Heritage Month