



PRESS RELEASE

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2021 HISPANIC HERITAGE MONTH THEME ANNOUNCED

Washington, D.C., April 15, 2021 — The National Council of Hispanic Employment Program Managers (NCHEPM), announced the 2021 Hispanic Heritage Month observance theme: **“Esperanza: A Celebration of Hispanic Heritage and Hope.”** The theme invites us to celebrate Hispanic Heritage and to reflect on how great our tomorrow can be if we hold onto our resilience and hope. It encourages us to reflect on all of the contributions Hispanics have made in the past, and will continue to make in the future. It is also a reminder that we are stronger together.

The announcement will be made during the Council’s April monthly meeting. NCHEPM members, associates, and partners from various federal agencies and affinity groups, including the general public, selected the theme through a voting process, which started in February 2021 with 22 theme submissions.

Mr. Victor Anthony Zertuche, Attorney-Advisor at U.S. Environmental Protection Agency, submitted the winning theme, stating *“The past year has been one unlike any in recent memory. For so many of us our lives have changed; we’ve celebrated life’s milestones at home or spent holidays alone. But despite how our world has changed, we’ve kept our eyes on the horizon--we’ve held onto our hope. This theme celebrates our Hispanic heritage and our resilience. It provides us the opportunity to reflect on those who came before us and held onto hope to create a better tomorrow. It inspires us to recognize that we are stronger together and reminds us that although we are apart, with hope, we are not alone.”*

Each year, Americans observe National Hispanic Heritage Month from September 15 to October 15, by celebrating the contributions and importance of Hispanics and Latinos to the United States and those American citizens whose ancestors came from Spain, Mexico, the Caribbean, Central America, and South America. The NCHEPM supports the federal government’s observance activities each year by leading the process to select the annual theme federal agencies will use to conduct their Hispanic Heritage Month observances.

The Hispanic Heritage observance began in 1968 as Hispanic Heritage Week under President Lyndon Johnson and was expanded by President Ronald Reagan in 1988 to cover a 30-day period starting on September 15 and ending on October 15. It was enacted into law on August 17, 1988, on the approval of Public Law 100-402.

The NCHEPM is a membership-based organization consisting of an executive board, members, associates, and partners from multiple Federal agencies and other organizations from across the United States, advocating for the improvement of Hispanic participation in the Federal Government.

For more information about the Council, please visit www.nationalcouncilhepm.org

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