



CELEBRATING HISPANIC HERITAGE MONTH

FOR IMMEDIATE RELEASE
9/20/18

**NFL, Hispanic Heritage Foundation and Nationwide,
Team for Eighth Annual NFL Hispanic Heritage Leadership Awards
Presented by Nationwide**

The National Football League and its teams will celebrate Hispanic Heritage Month with a series of special events during Hispanic Heritage Month.

The NFL, Hispanic Heritage Foundation (HHF) and Nationwide, official sponsor of the NFL, have partnered for the eighth annual NFL Hispanic Heritage Leadership Awards. The awards recognize the contributions of Hispanic leaders in each NFL market.

Each award recipient will be recognized at a game or event hosted by their local NFL team. With support from Nationwide, each recipient will select an organization of their choice that serves the local Hispanic community to receive a \$2,000 donation.

Now in its second year, Nationwide's support of the Hispanic Heritage Leadership Awards continues to demonstrate the company's commitment to the Hispanic community. In addition to Nationwide's partnership with the Hispanic Heritage Foundation, the Columbus-based insurance and financial services company also has partnerships with Latina Style, the United States Hispanic Chamber of Commerce, the Association of Latino Professionals For America, and Prospanica. The sponsorship of the Hispanic Heritage Leadership Awards aligns with Nationwide's goal of partnering with organizations that share the company's values of improving the lives of others and giving back to the community.

"We are excited to once again partner with the Hispanic Heritage Foundation and Nationwide to celebrate individuals who are making a difference in their local communities," said Marissa Fernandez, NFL Vice President of Marketing Strategy & Fan Development. "We appreciate the time and dedication each leader has devoted to making an impact, and we are happy to contribute donations to a non-profit organization of each winner's choosing, to enable continued goodwill and positive community impact."

"We are thrilled to partner with the NFL and Nationwide to honor Hispanic leaders who are making an impact on communities all over America," said Jose Antonio Tijerino, President and CEO of Hispanic Heritage Foundation. "It is important to highlight their leadership not only in the traditional Latino regions, but in recent-growing areas as well. Together with the NFL and Nationwide, we made sure that beyond the recognition there is an investment in local nonprofits. There is no better way to celebrate Hispanic Heritage Month than to make a difference in the Latino community year-round."

"Nationwide is excited to continue to partner with the Hispanic Heritage Foundation and the National Football League to once again present this year's Hispanic Heritage Leadership Awards," said Jennifer MacKenzie, Senior Vice-President of Marketing at Nationwide. "Nationwide takes pride in providing resources, support and service to Hispanic consumers and business owners across the country. We look forward to celebrating the charitable efforts of Hispanic leaders in all 32 NFL markets during Hispanic Heritage Month."

The theme of the NFL's Hispanic Heritage Month campaign is "Feel the Orgullo." In Spanish, the word "orgullo" means pride. Latino players, fans, and coaches have a strong sense of pride not only in their culture but in their team and the NFL. During Hispanic Heritage Month, the NFL and its 32 teams amplify the rich history, heritage and tradition of Latinos, and honor the positive impact they have had on the game and country.

Throughout Hispanic Heritage Month, fans can visit www.NFL.com/HispanicHeritage for a look at the personal stories of Hispanic players, past and present, who have left a lasting legacy on the NFL. NFL teams will enhance the celebration with local efforts throughout the month including local community outreach in honor of Hispanic Heritage Month.

The 2018 NFL Hispanic Heritage Leadership Awards recipients are:

TEAM	AWARD RECIPIENT
Arizona Cardinals	Daniel Valenzuela: Glendale Fire Fighter and Former Phoenix City Council Member
Atlanta Falcons	Gilda Pedraza: Founder, The Latino Community Foundation in Georgia
Baltimore Ravens	Veronica Cool: Founder, Cool & Associates
Buffalo Bills	Eugenio Russi: President, Hispanos Unidos de Buffalo
Carolina Panthers	Dr. Rosanna Saladin-Subero: Assistant Director of Community Partnership, Charlotte Mecklenburg School District
Chicago Bears	Luis Gutierrez: Founder, Latinos Progresando
Cincinnati Bengals	Alison Montoya: Reporter, FOX 19 NOW
Cleveland Browns	Selina Pagan: President of the Board, Young Latino Network
Dallas Cowboys	Angel Reyes: Managing Partner, Angel Reyes & Associates
Denver Broncos	Marcela de la Mar: Director of the Board, Mexican Cultural Center
Detroit Lions	Dr. Felipe Lopez-Sustaita: Executive Director, Hispanic Latino Commission of Michigan
Green Bay Packers	Lupe Martinez: President & CEO, United Migrant Opportunity Services
Houston Texans	Carlos Valdez, Jr.: Owner & CEO of Las Palapas Hausman and longtime volunteer and former Chairman of the Board for the YMCA of Greater Houston
Indianapolis Colts	Juan Suarez: Chief Community Impact Officer, The United Way of Central Indiana
Jacksonville Jaguars	Victor Cora: President, Jevco Group
Kansas City Chiefs	Randy Lopez: Program Officer, Wyandotte Health Foundation Board Member, Hispanic Development Fund
Los Angeles Chargers	Dr. Beatriz Solis: Director, Healthy Communities for The California Endowment
Los Angeles Rams	Maria Brenes: Executive Director of InnerCity Struggle
Miami Dolphins	Tony Lima: Executive Director, SAVE
Minnesota Vikings	John Pacheco: President & CEO, Latino Chamber of Commerce Minnesota
New England Patriots	Marta Rivera: Chief of Staff, Mayor's Office
New Orleans Saints	Mary Moran: Co-Founder, Our Voice Nuestra Voz
New York Giants	Daisy Exposito-Ulla: Chairman/CEO, D exposito & Partners
New York Jets	Mónica Arias Miranda: President, The Hispanic Coalition NY, Inc.
Oakland Raiders	Chris Iglesias: CEO, The Unity Council
Philadelphia Eagles	Luis Cortez: President & CEO, Esperanza
Pittsburgh Steelers	Rosana Elena Guernica: Student at Carnegie Mellon University
San Francisco 49ers	Officer Robert Martinez: Santa Clara Police Department
Seattle Seahawks	Estela Ortega: Executive Director, El Centro de la Raza
Tampa Bay Buccaneers	Margarita Gonzales: Community Affairs, City of Tampa
Tennessee Titans	Mauricio Calvo: Executive Director, Latino Memphis
Washington Redskins	To Be Announced

For the latest NFL news in Spanish, visit NFL.com/Espanol and follow @NFLSpanish on Twitter.

About the Hispanic Heritage Foundation:

The Hispanic Heritage Foundation – a nonprofit established by the White House in 1987 – inspires, prepares, and connects minority leaders in the classroom, community, and workforce to meet America's priorities. HHF also promotes cultural pride, accomplishment, and the great promise of the community through public awareness campaigns seen by millions. HHF is headquartered in Washington, DC, and Los Angeles with satellite workspaces in New York, Silicon Valley, San Antonio, and Miami (Visit www.HispanicHeritage.org).

About Nationwide:

Nationwide, a Fortune 100 company based in Columbus, Ohio, is one of the largest and strongest diversified insurance and financial services organizations in the U.S. and is rated A+ by both A.M. Best and Standard & Poor's. The company provides a full range of insurance and financial services, including auto, commercial, homeowners, farm and life insurance; public and private sector retirement plans, annuities and mutual funds; banking and mortgages; excess & surplus, specialty and surety; pet, motorcycle and boat insurance. For more information, visit www.nationwide.com.

Contacts:

Darlene Capiro, NFL: 212/450-2175, Darlene.Capiro@NFL.com

Teresa Cronin, Hispanic Heritage Foundation: 202/861-9797, teresa@hispanicheritage.org

Jarrett Dunbar, Nationwide: 614/249-1591, Dunbaj1@nationwide.com

#