



## **PRESS RELEASE** **FOR IMMEDIATE RELEASE**

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# **THE 2017 DELAWARE VALLEY'S MOST INFLUENTIAL LATINOS**

**PHILADELPHIA** -- The Most Influential Latinos Foundation, Impacto Latin Newspaper, and **PHL**Diversity, will be hosting the **2017 Delaware Valley's Most Influential Latinos** Award Ceremony, at the National Museum of American Jewish History on Friday, November 17, 2017 at 6 pm. The celebration will gather some 500 Latino leaders at a sit-down dinner that includes a VIP cocktail hour, dance performances, live music, and much more to celebrate the 50 Most Influential Latinos leaders from across the Philadelphia region.

For the past 12 years, the Most Influential Latinos Foundation, Impacto and **PHL**Diversity have focused on recognizing individuals who have made great contributions to the Delaware Valley's Latino community and the Delaware Valley area in general.

This year's honorees include: Executive Director of the Hispanic Family Center of Southern New Jersey Elsa Candelario, Executive Director of Concilio Adonis Banegas, DHS Commissioner Cynthia Figueroa, Rev. Daniel Gutierrez, Bishop of the Episcopal Diocese of Pennsylvania, the Consul of Mexico Alicia Kerber-Palma, Iron-Chef Jose Garces, and Pennsylvania Secretary of Education Pedro Rivera, among others.

According to recent US Census Bureau numbers, Latinos in the Philadelphia region are increasing their numbers and their buying power. The Latino population rose 45.5% in Philadelphia since 2000, representing the state's fastest-growing minority with an estimated \$4.2 billion purchasing power. Philadelphia is the second largest Hispanic market in the Northeast, following New York City and is the 16th largest Hispanic market in the country (larger than Denver, Boston, Orlando, Washington D.C., and Austin).

A special edition magazine featuring the honorees and circulated with the edition of Impacto Latin Newspaper is published for the event. The magazine was jointly developed



by Impacto Latino Newspaper and **PHLDiversity**, a division of the Philadelphia Convention & Visitors Bureau (**PHLCVB**) - the official Tourism Promotion Agency for the City of Philadelphia globally, and the primary sales and marketing agency for the expanded Pennsylvania Convention Center - to promote Philadelphia and the region to Latino multicultural convention planners and visitors.

The PHLCVB has used the Most Influential Latinos publication to aid in booking groups like the U.S. Hispanic Chamber of Commerce, the National Association of Latino Arts & Culture, the Pennsylvania Statewide Latino Conference, The Portuguese Continental Union, The National Puerto Rican Coalition, the Society of Hispanic Engineers, the U.S. Hispanic Chamber of Commerce, and Prospanica, among others.

The Twelfth Annual Delaware Valley's Most Influential Latinos continues to highlight the great contributions of the Latino community to Philadelphia and the region.

This event is made possible thanks to the support of several individuals and organizations, among them: PECO, AARP, Comcast, the Philadelphia Housing Authority, Health Partners Plans, the Community College of Philadelphia, Asociacion Puertorriqueños en Marcha, Esperanza, and the Office of Councilwoman Maria Quiñones-Sanchez, among others.

Please visit [www.impactolatin.com](http://www.impactolatin.com) or call 215.922.6407 for more information about this event.

## ABOUT US

**The Most Influential Latinos Foundation** prides itself in recognizing the accomplishments of outstanding Latinos from across the region. With their continued commitment, leadership and passion, these individuals have made great contributions to the Delaware Valley's Latino community and the community at large. More info at [www.milatinos.org](http://www.milatinos.org)

**IMPACTO Latino Newspaper** is a weekly Spanish-language publication, with a very large readership among the near 700,000 Latinos living in the region that comprises Eastern South-Central Pennsylvania, South Jersey and Northern Delaware. This publication is the fastest growing Hispanic newspaper in the area. For more: [www.impactolatin.com](http://www.impactolatin.com)

**PHLDiversity**, formerly the Philadelphia Multicultural Affairs Congress (MAC), was founded in 1987 as a division of the Philadelphia Convention & Visitors Bureau to help attract more multicultural visitors to the city. Now, PHL Diversity continues to work to increase Philadelphia's share of the multicultural meetings and tourism markets. For more information: [www.phldiversity.com](http://www.phldiversity.com)