

From: ATTN Culture Committee culture@attn.com
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This week we're featuring John Leguizamo as our Hispanic Heritage Month *Pioneer of Change*.





John Leguizamo is a true champion for our community. Beyond being a talented actor and comedian, he's shaking up Hollywood by challenging stereotypes and showcasing the beauty of our culture. As he puts it, "Everybody played us, except us. I didn't see a lot of people on TV who look like me."

He advocates for why representation matters, emphasizing that diverse stories help everyone see themselves in the larger narrative. His work in movies, TV, and theater highlights real, relatable stories that spark important conversations about identity and social issues. He's not just entertaining us; he's paving the way for future generations.

Dont miss his new series, American Historia: The Untold History of Latinos, premiering on PBS this week, September 26. It's a great opportunity to learn and celebrate our stories together.

CONOCIENDO A



Hi, my name is Fabio Melgar, and my full name is Fabio Yabed Iqbal Melgar.

I'm on the Operations team, where my focus is on Facilities and Accounts Payables. On July 3rd, 2024, I celebrated six years with ATTN

I was born in Tegucigalpa, the capital of Honduras. My mom was born in Jocoro, El Salvador, and my dad was born in Gujranwala, Pakistan. My two sisters were born in Cobán, Guatemala, so we had a multicultural household.

I grew up watching soap operas while also watching a lot of Bollywood movies. My favorite Bollywood movie is *Mohabbatein*.

I came to the U.S. when I was 19 and spent most of my time living in the San Fernando Valley, surrounded by a large Latino community, which made me feel close to home.

I love food, and Honduras has great options. I grew up eating baleadas, which are handmade flour tortillas filled with fried beans and sour cream. My mom's were the best! I married a beautiful Salvadoran woman who knows how to cook all the traditional Salvadoran dishes, especially pupusas. Additionally, my dad was a great cook, and I enjoyed his aloo gobi paratha every Saturday morning.

My first language is Spanish. I studied at a trilingual school that taught Spanish, English, and French. Unfortunately, I never picked up French the way I wanted to, and I also didn't practice it.

I am incredibly proud to be Hispanic, celebrating my vibrant heritage while also deeply embracing and cherishing my Pakistani roots, as both cultures enrich my identity and shape who I am.

BAILA BAILA BAILA

Have you had a chance to add your favorite songs to the [Atención Spotify Playlist](#), yet? Feel free to jam to [last year's playlist](#) if you need some inspo!

RONLE ATENCIÓN

Here's what the HHM committee has been paying attention (ponle atención) to lately.

lafatshionista Featured as a TTFG Changemaker, Priscila is a passionate body activist and advocate for plus-size fashion and beauty. She empowers women, particularly within the Hispanic community, to celebrate self-love and embrace body positivity. Through her content and voice on TikTok, Priscila aims to inspire unconditional self-acceptance for her audience.



Barbie/Carolina Herrera: This year, fashion designer Carolina Herrera is being honored with her own Barbie. Celebrating both Barbie's 65th anniversary and Hispanic Heritage Month, the doll was auctioned off with proceeds being donated to Solving Kids' Cancer, an organization that funds research and treatment options to cure children with pediatric cancer. Now, we start our Selena Barbie campaign.

Cubs/HHM Sports Content: Sports leagues



and teams are known to honor HHM every year by changing their team jerseys to have their logos/team name in Spanish, hosting HHM themed nights, and paying homage to their players' countries. Over the years, we've also watched their social media content serve as a bridge to roots and culture. The Cubs used this opportunity to highlight some favorite words and LOS AMAMOS.



EVENTOS LOCALIZADOS

Want to check out some HHM events that might be local to you?
Here's what's going on around the country:

ATTN:

10/4: Translators Screen Filming & Virtual Q&A with Rudy Valdez Hosted by Freddy Gonzalez

ATLANTA:

10/6: Oye! Fest

LA:

10/26/24: Hollywood Forever

10/27/24 (free): Downey Dia de Los Muertos

PORLAND:

10/5: El Tigre Fest



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