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To wrap up HHM, we're featuring ourselves as our Hispanic Heritage Month *Pioneers of Change*.

Escúchanos (hear us out): To be a pioneer of change means to have a desire in your heart to want to see change in the world. We love our colleagues at ATTN: and we love getting to sharing our experiences with

you. Everyone knows that as we end the year, things get hectic, clients start asking just UN POQUITO MAS (a little bit more) from all of us, and we want to do our best work possible for everyone we work with and for. Putting this program together each year helps us feel more connected to our cultures, while also amplifying stories that aren't widely known about...and we're proud of that.

CONOCIENDO A





Laura Cuellar and her cousins at Los Tercios, Suchitoto

Hola!

Soy Laura Cuellar and I'm a Community Strategist at ATTN: who has been here for almost a year!

My family is originally from the small town of San Bartolome Perulapia in El Salvador, my grandparents immigrated to Los Angeles in the early 90s.

While leaving their homeland wasn't an easy decision, my great-grandmother's sponsorship made it possible for them to seek a brighter future for my mother and her two younger siblings.

Growing up in a Salvadoran household in Los Angeles, food was a cornerstone of our family life and a way to connect with our culture. My grandmother, a skilled cook, would whip up pupusas just like they did in El Salvador, a tradition that filled our home with the comforting aromas of Central America. Even on Thanksgiving, we put our own Salvadoran spin on the holiday. Instead of the traditional turkey-and-stuffing feast, my grandmother would prepare panes con pavo, a delicious twist on the classic panes con pollo.

Whenever I'm feeling homesick or just miss my family, I love listening to my favorite old-school Latin hits. Growing up, my house was always filled with music. My grandpa would burn CDs for me, filled with everything from Rock music to classic cumbias and merengues. Sharing music was

a love language in my house.

I loved hanging out with my cool tias, who would always play reggaeton rap, and R&B. Growing up, my playlist was a perfect reflection of my LA upbringing – a vibrant mix of Latin heritage and American influences





Cynthia Macias in Guadalajara, Mexico

Hi!

I'm Cynthia Macias (for those who don't know me yet!).

I'm a Senior Project Manager and have been working at ATTN: for a year this month!

Both of my parents are from Guadalajara, Jalisco, Mexico. My dad was a drive-by-birth (my grandpa was a truck driver) and was born in Oaxaca, a place I been dying to go visit.

My first language was Spanish, but I've really been bilingual since I was very small. Growing up, I loved Selena. Somewhere there is a recording of me performing "Como la flor" with my sister.

I love everything about Mexico and it's one of my favorite countries to visit. I especially love the people and the food, but truly believe that my mom's cooking is the best. She makes really good birria, cochinita pibil, carne en su jugo; the list goes on. One of my favorite memories growing up was making tortas ahogadas — my grandma used to bring the bread from Guadalajara, and my family would get together to make them.

Funny story, about my favorite food, there is an actual recording, from when I was 4 or 5, of someone asking me my favorite food and I said pastel (which is cake in Spanish).

PENSAMIENTOS FINALES



Freddy: I am glad to have been able to be part of the culture team to share hispanic and latin culture here at attn. I especially enjoyed the opportunity and privilege to talk to Rudy Valdez. He is a true creative inspiration for telling much needed stories. I hope people had fun at this HHM and learned a little bit more about our culture.

Justina: I just want to express my gratitude for all the celebrations and the honoring of the richness of HHM. Let's continue to uplift and appreciate diverse voices that make our community so special, today and always.



Evelyn: Thank you to the HHM culture committee for your heartfelt commitment, and thank you to everyone who read the newsletters, participated in the Q&A, and/or listened to the Spotify playlist!

Andrea: It's been such an honor to watch



ATTN: HHM evolve from a dream last year to exploring what Hispanic culture means to everyone at ATTN: this year. I'm excited to continue building the program, to have so many new faces, and to see what next year brings!





A special shout-out to **Fabio** for helping the team coordinate the HHM luncheon on 10/9 and to **Diego** for taking the time to capture your smile while enjoying all the delicious food from *La Fogata Mexican Restaurant*

¡PONLE ATENCIÓN!

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



We're 20 days away from the election – and as we talked about last

week, [36.2 million Latines are eligible to vote](#) making them the second-fastest rate of any major racial and ethnic group in the U.S. electorate since the last presidential election. From health care to the economy, Kamala Harris addressed undecided Latine voters during a Univision sponsored town hall on Thursday, October 10, 2024. As we get closer to the election on November 5th!, we hope you'll take the time to leer (read), ver (watch), escuchar (listen) and educate yourselves before heading out to the polls!

BAILA BAILA BAILA

Un regalito para ustedes (a gift for you): The [Atención Spotify Playlist](#) will continue to live on throughout the year. We hope you'll give both the [2023](#) and the [2024 playlist](#) a listen.

EVENTOS LOCALIZADOS

HHM may TECHNICALLY be over after today, but we hope you'll consider checking out one of the following events if you are local to LA !

LA:

10/26/24: [Hollywood Forever](#)

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



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