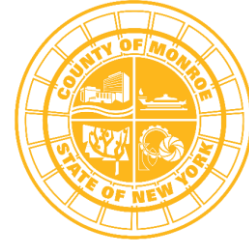




News from the Office of
Adam J. Bello
Monroe County Executive



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MONROE COUNTY CELEBRATES HISPANIC HERITAGE MONTH

A free Spanish-language screening of Disney’s “Coco” and cultural celebration will be held Sept. 24 at Highland Bowl

ROCHESTER, NY —Monroe County Executive Adam Bello today announced the kick-off of Hispanic Heritage Month with a free community celebration and Spanish-language screening of the Disney movie “Coco” at 5 p.m. September 24 at Highland Bowl, 1137 South Ave.

The movie and celebration is part of series of county initiatives aimed at raising awareness of the contributions and culture of Monroe County’s Hispanic residents. The County Department of Diversity, Equity and Inclusion (DEI) is presenting a number of cultural events and activities for the month, including works by local Hispanic artists that will be available on display at the County Office Building, 39 W. Main Street through Oct. 15.

“Rochester is enriched with Hispanic culture as we have the second largest population of Latinos outside of New York City in the State,” said County Executive Bello. “Latinos are our friends, family, neighbors, co-workers, leaders, and local business owners. We look forward to celebrating the culture and commemorating the contributions of the Latino community.”

The Sept. 24 event will also feature performances by Grupo Cultural Latinos En Rochester, Inc. and Rochester Latino Theatre Company. Refreshments will be available.

Hispanic Heritage Month is celebrated from Sept. 15 through Oct. 15 and began as a way to promote the history, culture, and contributions of Hispanic-Americans, while communities mark the achievements of Hispanic and Latino Americans with festivals and educational activities. It is a time to appreciate and celebrate the colorful cultures, rich histories, and diversity of the American Latino community. This year’s national theme “Esperanza: A Celebration of Hispanic Heritage and Hope” invites us to celebrate Hispanic Heritage and to reflect on how great our tomorrow can be more resilient and hopeful. 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.

“As we celebrate Hispanic Heritage Month, I urge everyone to learn about the history and culture of our Latino communities and appreciate their contributions to our County’s past, present and future,” said Chief Diversity Officer and Director of DEI Deanna Kimbrel.

According to 2020 U.S. Census data, more than 72,000 of Monroe County’s 760,000 residents identify as Hispanic or Latino, an increase of about 35% over the past decade.

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