



[b.] better +

# Hispanic Heritage Month

## Overview

In 1968, the United States began to celebrate and honor Hispanic and Latino cultures with a week-long celebration. In 1988, it was expanded to cover 30 days of celebration. Today, Hispanic Heritage Month begins on September 15 and ends October 15. Having a heritage month fall over two separate months is unique, but this period is meant to honor several victories and independence commemorations for several Hispanic and Latin cultures.

## Small Businesses

As a small business, Team b. loves supporting other local small businesses. If you are in one of these areas, check out a few of our favorite Hispanic and Latino owned businesses. **#ShopSmall**



### 1 NORTHEAST

**Grand Cata** found in the Washington, D.C. and Fairfax, Virginia areas, specializes in the wines, foods, and culture of Latin America. Some of our teammates favorite purchases include: curated Latin American pantry items, wine, and specialty prepared foods.

<https://www.grandcata.com/> | @grandcata

**Frugalista** is located in Washington, D.C and was established in 2001, it is Mount Pleasant's oldest secondhand store.

<https://www.facebook.com/FrugalistaShop/> | @Frugalistadc

**Maranatha Education Center** provides their services in the Alexandria, Virginia area. They believe that everyone should have access to their dream jobs and that language shouldn't be the barrier preventing that goal. English and Spanish classes are offered at all levels at affordable prices.

<https://maranathaedu.com/> | @maranathaec

### 2 WESTERN US

**Atrevida Beer Company** is a Latino, Woman, and Veteran Owned brewery in Colorado Springs, Colorado. With many awards won and beers on tap, a few of our Team b.'ers go-to brews include Fresas Con Crema and Maria Bonita.

<https://www.atrevidabeerco.com/> | @atrevidabeerco

### 3 MIDWEST

**National Museum of Mexican Art** found in Chicago, Illinois, opened its doors in 1987 with the goal to establish an arts and cultural organization committed to accessibility, education, and social justice. Discover and learn more about Mexican artists while visiting in-person or online.

<https://nationalmuseumofmexicanart.org/> | @explorenmma

### 4 SOUTH CENTRAL

**Irys** located in San Antonio Texas, offers cutting-edge, technology solutions that are community driven across sectors, including defense, energy, and smart cities.

<https://www.irystechnologies.com/> | @irystechnologies

**Chamoy Creative** is a creative and advertising agency that has a unique Millennial voice with a bicultural team serving the San Antonio, Texas area.

<https://www.chamoycreative.com/> | @chamoycreative



## Music

Our team also curated a playlist highlighting a few of our favorite Hispanic and Latin artists and songs. Check it out!

**I Could Fall In Love**  
Selena

**Despacito (Remix)**  
Luis Fonsi, Daddy Yankee, Justin Bieber

**Freaky**  
Rafa Pabón, Moffa, DIA

**Efecto**  
Bad Bunny

**Pepas**  
Farruko

**Dile**  
Don Omar

**La Vida Es un Carnaval**  
Celia Cruz

**High**  
Stephen Sanchez

**Danza Kudoro**  
Don Omar, Lucenzo

**Una Noche Más**  
Jennifer Lopez

**Día de Enero**  
Shakira

**Obsession**  
Aventura, Judy Santos

**Entra en Mi Vida**  
Sin Bandera

**La Bomba**  
King Africa

**Vivir Mi Vida**  
Marc Anthony

**Family and Genus**  
Shaky Graves

**Evergreen (You Didn't Server Me At All)**  
Omar Apollo

**I am not who I was**  
Chance Peña

**Powerful Women**  
Pitbull, Dolly Parton

**Gracias a la Vida**  
Violetta Parra

**Ojos Noche**  
Elsa y Elmar, Ft. Carla Morrison



## Sources

Arroyave, Staff Sgt. Andrea Arango. "Hispanic Heritage Month Begins Sept. 15." Air Force Installation & Mission Support Center, 13 Sept. 2023, [www.afimsc.af.mil/News/Article-Display/Article/3522920/hispanic-heritage-month-begins-sept-15/](http://www.afimsc.af.mil/News/Article-Display/Article/3522920/hispanic-heritage-month-begins-sept-15/).

## What is [b.] better?

b. better is a campaign that we developed in 2018 to share small - and sometimes big - ways that businesses and individuals can be better.

Check out our b. better guides, and follow us on social media to learn more about how our team embodies the b. better message by contributing to social causes that are near and dear to our hearts.

This infographic is brought to you by:

