



NEWS RELEASE

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FOR IMMEDIATE RELEASE

PACKERS PRESENT LUPE MARTINEZ WITH HISPANIC HERITAGE LEADERSHIP AWARD

Martinez to be recognized Sunday at Packers-Vikings game

The Green Bay Packers will recognize Lupe Martinez on Sunday at the Packers-Vikings game to honor him as the recipient of the annual NFL Hispanic Heritage Leadership Award.

Prior to the game, Martinez will be recognized on the field and will receive the award from the Packers.

For 44 years, Martinez, who lives in Milwaukee, has served as President and CEO of United Migrant Opportunity Services (UMOS), a nonprofit advocacy organization that provides programs and services which improve the employment, educational, health and housing opportunities of under-served populations. He works to advocate for farm workers, for employment, housing, education and other programs that help under-served communities.

Under his leadership, UMOS, the largest Hispanic-managed nonprofit in the state, started the Latina Resource Center, the first and only center that provides bilingual, bicultural, domestic violence and sexual assault support services for Hispanic women.

Martinez is the chairman of the National Farmworker Alliance, is on the board of Farmworker Justice, and is chairman of MAFO, a national partnership of farmworker and rural organizations. He's also served on the board of the National Council of La Raza and as the interim chair of the Wisconsin Council on Migrant Labor.

The NFL and the Hispanic Heritage Foundation (HHF) have partnered for the eighth annual NFL Hispanic Heritage Leadership Awards during the 2018 celebration of Hispanic Heritage Month. The awards recognize the contributions of Hispanic leaders in each NFL market.

Each award recipient will select an organization of their choice that serves the local Hispanic community to receive a \$2,000 donation. Martinez has chosen for the donation to benefit EmpowerMe Foundation, a 501c3 nonprofit.

About the Hispanic Heritage Foundation

The Hispanic Heritage Foundation – a nonprofit established by the White House in 1987 – inspires, prepares and connects minority leaders in the classroom, community, and workforce to meet America's priorities. HHF also promotes cultural pride, accomplishment and the great promise of the community through public awareness campaigns seen by millions. HHF is headquartered in Washington, DC, and Los Angeles with satellite workspaces in New York, Silicon Valley, San Antonio, and Miami (Visit www.HispanicHeritage.org).

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