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Greater Philadelphia Hispanic Chamber of Commerce Celebrates 30th Anniversary in 2020

*The Greater Philadelphia Hispanic Chamber of Commerce hosts its annual gala, **Alegría Ball**, to raise funds for its core programs and to celebrate outstanding Latino-owned businesses and professionals.*

Philadelphia, PA – The Greater Philadelphia Hispanic Chamber of Commerce (GPHCC) will welcome the region’s business leaders to celebrate the organization’s 30th anniversary at its annual fundraiser, **Alegría Ball** on Thursday, February 20, 2020 at The Union League of Philadelphia. The signature event is one of the most anticipated in the region’s Hispanic Community, attracting over 300 business leaders to support GPHCC’s mission of building wealth in the Hispanic community by developing, promoting and advocating for Hispanic businesses in the Greater Philadelphia region. This year will feature a duet performance by the Pennsylvania Ballet to kick off the festivities.

A highlight of the event is the annual presentation of the **Excelencia Hispanic Business Awards**, which celebrate the growth and success of Latino-owned businesses and professionals. The 2020 recipients have distinguished themselves through their extraordinary achievements and contributions to the community in three categories:

Hispanic Professional of the Year: Angel Correa, Artistic Director of the Pennsylvania Ballet

Corella’s talent, passion, and technique have brought him worldwide acclaim and established him as one of the most recognizable names in dance. A passionate teacher and mentor to young professional dancers, under Corella’s leadership, the PA Ballet has named two Cuban dancers as principals of the company. He has also received numerous awards, including 1st prize in the National Ballet Competition in Spain and the Prix Benois de la Danse. He has danced for Queen Elizabeth II, Queen Sophia of Spain, and for Presidents Bill Clinton, George W. Bush, and Barack Obama.

Hispanic Business of the Year: LUHV Food

LUHV Food is a family-owned vegan and gluten-free food manufacturer born out of resilience and immigrant determination. The rapidly growing company includes LUHV Bistro in Hatboro and LUHV Vegan Deli at the Reading Terminal Market. Their award-winning products prioritize healthy and environmentally awesome food, without sacrificing taste, and are sold at Whole Foods, MOM’s and other specialty retailers. In 2019 they were awarded Best in Philly by Philadelphia Magazine and Best House-Made Burger by Philly Vegan Awards.

Corporate Initiative of the Year: Visit Philadelphia’s “Filadelfia- You Gotta Feel It” Marketing Campaign

Recognized by Ad Week, the campaign is a bold marketing initiative developed with support from an advisory committee composed of Hispanic leaders committed

to showcasing the city's diversity and to welcoming 2 million Latinx visitors to the region. The multi-million-dollar campaign aims to reach Latino travelers with its Spanglish messaging, yet it also expands its reach to the mainstream, by placing ads in public spaces such as New York's Penn Station, metro stops and highways to funnel visitors to local events and destinations.

Equally important, the funds raised at the gala will help GPHCC deliver on its 2020 Latino Small Business Agenda including:

- Advocating for a welcoming business environment such as the empowerment of City Council's Special Committee on Regulatory Review and Reform and investments in safer, cleaner and attractive neighborhood commercial corridors.
- Helping Latino-Owned businesses adopt best practices by expanding its work in entrepreneur education such as the Accelerate Latinx program launched in 2019.
- Building the social capital of the Chamber's network in order to provide Latino entrepreneurs with access to the resources and people that will make a difference in their success.

"Latinos are starting businesses at three times the general population rate, outpacing all other groups," said Jennifer Rodríguez, President and CEO of the GPHCC. "Yet, we find that only about 3 percent of Hispanic businesses reach a million dollars in revenue. If our businesses were to grow modestly, by only one or two employees, we would be adding 22,000 jobs in communities such as North Philadelphia, South Philadelphia, Norristown, Reading and beyond. It costs our economy when Hispanic businesses do not scale up and GPHCC is committed to change that."

GPHCC's 30th anniversary celebration, Alegría Ball will be a festive event showcasing the rising importance of Latino business and their impact on the economic development in the Philadelphia Region.

For more information about how to participate in the event, please call (215) 845-5456 or email jsuarez@philahispanicchamber.org

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About GPHCC

The Greater Philadelphia Hispanic Chamber of Commerce (GPHCC) is a 501 C3 not-for-profit organization devoted to promoting the advancement and economic growth of Hispanic businesses and professionals in the Greater Philadelphia Region. For more information about the GPHCC, please visit: www.philahispanicchamber.org.