

Special Salute to Hispanic Heritage Month

Written by Robert ID1818

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The rich history and glory of the Latin culture will be celebrated with a dynamic tribute to Hispanic Heritage Month beginning September 15th on The History Channel en espanol. Joined by Latin Grammy Award-winning recording artist Alejandro Fernandez, the network will air a four-hour miniseries on the history of Mexico; plus, explore El Camino Real, the gold of El Dorado and the mysterious temples of the Maya. In addition, living legends and iconic heroes Pancho Villa, artists Diego Rivera and Frida Kahlo, musician Carlos Santana and Tejano superstar Selena will be the focus of profiles.

Alejandro Fernandez, one of Mexico's most famous performers of romantic pop and traditional mariachi music, exemplifies the best that modern Mexico's culture offers: He channels its rich tradition through his music and personifies its future with his appeal around the world. During the month-long celebration of Hispanic Heritage Month Fernandez makes his U.S television debut as a cultural spokesperson for The History Channel en espanol.

During Hispanic Heritage Month, Fernandez will host the special four-hour miniseries on the history of Mexico featuring the story of the Aztecs, once the world's mightiest civilization and the Mexican Revolution of 1910, the first massive people's revolt of the 20th century. The programs will air on September 17 & 18th at 8 PM, ET (Repeats, Oct. 8 & 9) Additionally, Fernandez will host the biography of Pancho Villa airing September 15th at 7 PM ET.

"I'm pleased to honor our heritage by joining The History Channel en espanol to bring the history and culture of our people to the U.S. Hispanic market and to America," said Alejandro Fernandez. "Our history defines and strengthens us. It is important that our children know our roots and that we celebrate our heroes not just during this month, but throughout the year."

The History Channel en espanol will feature topical daily programming throughout the month, including the debut of "The Height of Passion" an original four-part series highlighting the exhilarating game of soccer, its superstars and fans. "The Height of Passion" will air Monday nights at 8 PM, ET beginning September 19th.

Other program highlights from September 15 - October 15 include: Pancho Villa, a portrait of the rebel leader, hosted by Alejandro Fernandez (Sept. 15); music legend Carlos Santana (Sept. 16); Gloria & Emilio Estefan (Sept 19); Oscar De La Hoya, a profile of the boxing champ (Sept 20); Mexican-born Oscar-winning actor Anthony Quinn (Sept. 22); Che Guevara, the

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revolutionary icon (Sept. 23); and Eva Peron (Sept. 29). All the preceding will air at 7 PM, ET/10 PM, PT. Selena: Death of a Superstar, an account of the life of the beloved singer, airs on Sept. 18 at 10 PM, ET/7 PM, PT.

Biography: Friends & Lovers, a week-long tribute from October 3rd - 8th will feature the life and loves of celebrities, artists and revolutionaries including Frida Kahlo Oct. 3rd, Diego Rivera (Oct. 4); Gloria & Emilio Estefan (Oct.5) Che Guevara (Oct. 6) and Fidel Castro (Oct. 7), all at 7 PM, ET / 10 PM, PT.

A complete programming lineup can be found at <http://www.thehistorychannel.com> .

For more information about Alejandro Fernandez go to <http://www.dbaronmedia.com> .