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Dr. Franklin Chang-Díaz
(Costa Rican)

(April 5, 1950-)

Physicist and the first Costa Rican Astronaut. His first mission was aboard the space shuttle Columbia in 1986. He is a veteran of seven Space Shuttle missions, making him the record holder as of 2008 for the most spaceflights.

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PRESS RELEASE



FOR IMMEDIATE RELEASE

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Latin Heritage Cards
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Innovative Playing Cards that prove to be both fun and educational

Latin culture has greatly contributed to the American cultural mainstream. Latin Heritage Cards highlights these contributions.

Latin Heritage Cards is a special set of playing cards which are designed with an array of historic and iconic individuals of Latin descent. Each card displays a photo or portrait, ancestry and timeline with a summary of the individuals' achievements and contributions to society. This product is an entertaining, educational and engaging vehicle that could establish and expand interest and appreciation for these inspirational and controversial figures.

Exposure to these cards can pique interest for discoveries, challenge some users to think critically and can serve as a catalyst for ongoing discussions. Latin Heritage Cards provide people of various backgrounds with a greater understanding of the diverse roots which comprise the Latin community. Schools and universities, church groups, clubs, civic organizations, after school centers, libraries and community organizations can all share in these benefits of Latin Heritage Cards

A recent Associated Press - Univision poll (*March 11 to June 3, 2010*) found that two thirds of Latin Americans deem it important to maintain their distinct cultures. This was especially true for Hispanics between the ages of 18 and 29, nearly sixty percent of whom are passionate about maintaining a strong attachment to their Latin identity. The Latin Heritage Cards supports and stimulates this emotion. The desire by the youth to build and maintain a connection to its heritage can also be reinforced by utilizing these Cards.

One's heritage can be equated to one's cultural identity. It builds bonds among families, between generations and within communities. Latin Heritage Cards presents a fun and entertaining way to strengthen and share these bonds.

The slogan "*Learn It, Dream It, Make It...*" embodies the passion and intent behind the creation of Latin Heritage Cards.

<http://www.latinheritagecards.com>

