

Media Kit



The Latin Heritage Cards Mission

Latin Heritage Cards was created to promote Latin historical figures and Latin culture worldwide, while providing duality to entertain and engage with family, friends, associates, educational institutions and more.

The company Mantra

Learn it: We want each individual to be interested in learning about the Latin culture, ancestry, and history.

Dream it: We want each individual to dream of the possibilities.

Make it: We want each individual to make their own history to eventually have their deeds immortalized.

For more information regarding Latin Heritage Cards contact us at

1-800-277-2844 ext 0

Email us at [**clientservice@latinheritagecards.com**](mailto:clientservice@latinheritagecards.com)

Visit the official website for Latin Heritage Cards

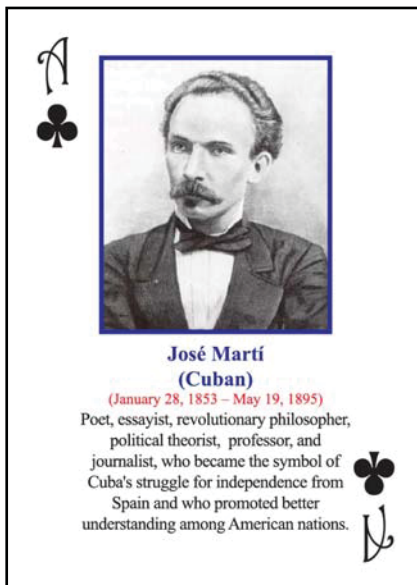
<http://www.latinheritagecards.com>  



Connecting Latin Heritage with Today

Latin Heritage Cards is a set of 54 standard size playing cards. Each card features a historic figure of Latin heritage along with a description of their achievements. Latin Heritage Cards offer a valuable opportunity, which allows everyone the chance for discovery and the realization of the contributions made globally.

People may be surprised to discover how much there is to know about the individuals whose names appear on the cards. The moments spent studying one Latin Heritage Card could lead to hours of education and the importance regarding that historical icon.



Latin Heritage Cards offers opportunities for parents, educators, community organizers, church leaders and others to encourage a greater awareness of those Latin icons that blazed trails in history, world affairs, politics, law, science, discovery, arts and many other industries. Time spent engaged in a simple activity with Latin Heritage Cards can build a stronger historical awareness which in turn can shape tomorrow's perspective through the greater appreciation of yesterday.



Assimilation versus Heritage

When a person arrives in America, the idea of assimilation begins almost immediately. While access to Spanish resources for information and entertainment are readily available, day-to-day life over the generations tends to create a gradual separation from one's heritage.

Studies and surveys continue to prove that this is not a desire but an assumed necessity. A poll by the Pew Hispanic Center's National Survey of Latinos revealed that fifty-two percent of Latinos ages 16 to 25 identify themselves first by their family's country of origin. Only twenty-four percent generally use the term American first.

Among American-born children of immigrants, the survey found that forty-one percent refer to themselves first by their parent's country of origin.

The older generations use American as their first term of self-description at a rate in excess of fifty percent. The Latin Heritage Cards can help bridge the gap between those two generations.



The Need

A recent study by ARGUS called *Latino Truth* resulted in the following about today's Latino community

- They are proud of their heritage
- Still have some ties to a home country
- Value family
- Feel more comfortable speaking Spanish, but will speak English



While life in America mandates a degree of assimilation, Latinos also want to maintain ties to their roots and traditions. A lack of knowledge about one's heritage can compel someone to move away from whom they truly are and venture onto a new, possibly, sterile path. Those who appreciate the impact and achievements of people they share a heritage with, are more likely to use them as role models and emulate them. Latin Heritage Cards can provide exposure to those potential role models.



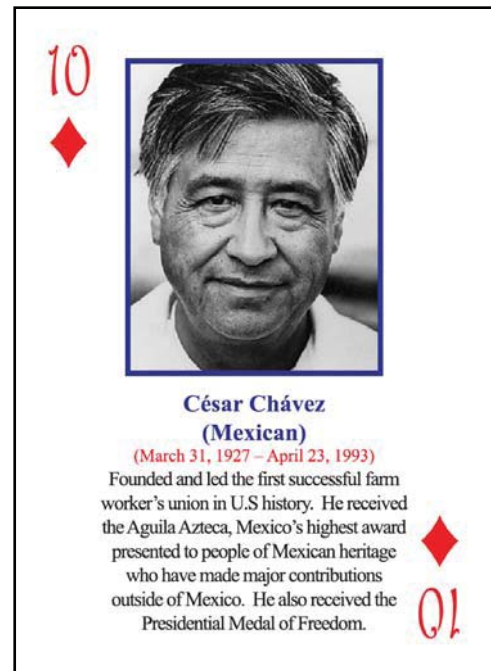
Putting Latin Heritage Cards In Play

Latin Heritage Cards offer an entertaining way to gain a greater awareness and appreciation regarding the Latinos in history and their contributions. They can be shared during family time and also with:

- Friends
- School
- Church groups
- Daycare Centers
- Civic organizations
- Libraries

The images and information featured on each of the 54 cards can create an attachment, interest and emotion that can inspire individuals and groups to learn more. While there are certainly numerous sources of information that people can access for a pride filled learning experience, Latin Heritage Cards brings that first spark of interest to a person previously unexposed to the Latin Heritage Experience. This can provide a passion for who they are and the belief that it's an important element of their lives to protect and cultivate.

Latin Heritage Cards develops the will to learn from within, in addition to exposure from outside influences. The educational aspect creates a comfort zone which will allow the opportunity for a greater awareness and relevance of the Latin heritage.





Educate, Entertain and Engage

By making Latin Heritage Cards available to family, friends, students, associates, customers or clients, you are giving them one of the greatest gifts possible. Latin Heritage Cards will provide the opportunity for self development, a deeper appreciation for heroes, the recognition of history and the eliciting of self identity.

Join us in honoring the heritage of various contributors to Latin American history. Team up with us to help Latin Heritage Cards become a staple of the Latin American mainstream.

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The Brief Story of Latin Heritage Cards

The purpose and the need for Latin Heritage Cards are many. The multipurpose use of our cards supports and nourishes education while maintaining pride in one's roots. Furthermore, the work and creative process invested in this product was one that was carefully researched to foster education and awareness.

Our research team spent nearly five years in a detailed study of Latin history. We compiled a list of historic and contemporary figures we felt made contributions to Latin Heritage in specific lasting ways. That list was reviewed repeatedly, each time narrowing down the figures that would eventually be featured among our 54 card set.

Once the names were agreed upon, we went to work compiling the history and life stories of these cultural icons. Each fact was checked for accuracy through reliable material. While our product appears to be merely a deck of cards, we never forgot that Latin Heritage Cards might be the catalyst to expose individuals to historical Latin figures and history.