



FOR IMMEDIATE RELEASE  
September 24, 2015

## **NEW ENGLAND PATRIOTS HONOR MARISOL AMAYA-ALUIGI THROUGH THE NFL HISPANIC HERITAGE LEADERSHIP AWARDS**

FOXBOROUGH, Mass. – The New England Patriots have selected Marisol Amaya-Aluigi, executive director of La Alianza Hispana, as the recipient of the NFL Hispanic Heritage Leadership Award.

The NFL and the Hispanic Heritage Foundation (HHF) have partnered for the fifth annual NFL Hispanic Heritage Leadership Awards during the 2015 celebration of Hispanic Heritage Month. The awards recognize the contributions of Hispanic leaders in each NFL market.

The Patriots will honor Amaya-Aluigi on Wednesday, Sept. 30, during a special event at La Alianza Hispana.

Amaya-Aluigi brings extensive experience in developing programs for the Latino community in this region. With management experience in community-based organizations for more than 15 years, she was the former program director of the Adult Day Health and Senior Center at La Alianza Hispana for eight years. A committed advocate and program developer in the non-profit sector, she specializes on issues of interest to the Latino community, including elder services and services for persons with disabilities, especially innovating programs to keep them active in the community.

Amaya-Aluigi is a passionate, understanding and patient manager who leads by example with a strong belief in collaboration, community partnerships and team work. In 2007, Amaya-Aluigi received the Northeastern University's Latino Student Cultural Center Leadership Award. The National Adult Day Services Association (NADSA) recognized La Alianza Hispana's Adult Day Care Program, placing second at the national level, for offering unique services and the best culturally competent adult day care programming.

Each award recipient will select an organization of their choice that serves the local Hispanic community to receive a \$2,000 donation. Amaya-Aluigi has chosen La Alianza Hispana to receive this donation.

The NFL will celebrate Hispanic Heritage Month during Week 3 of the season. A national spotlight will be shined on the NFL's celebration during *Thursday Night Football*, *Sunday Night Football* and *Monday Night Football*.

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### **About the Hispanic Heritage Foundation**

The Hispanic Heritage Foundation is an award-winning nonprofit which inspires, identifies, prepares and connects Latino 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. For more information on the year-round, high-impact programs and work of HHF, including the Hispanic Heritage Awards, visit [www.hispanicheritage.org](http://www.hispanicheritage.org).