

FOR IMMEDIATE RELEASE

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**Sacramento Hispanic Chamber of Commerce Releases Inaugural
Hispanic Economic Report during State of Hispanics 2021**
Reveals the profile of the Hispanic Community in the six-county region

Sacramento, CA—The Sacramento Hispanic Chamber of Commerce (SACHCC) will share the findings of its inaugural regional Hispanic Economic Report during the State of Hispanics 2021 on Tuesday, September 21st. The report provides an insight into the economic state of the Hispanic population across the greater Sacramento region, which includes the counties of Sacramento, El Dorado, Placer, Sutter, Yolo, and Yuba.

SACHCC is the first Hispanic chamber in the state to champion such an in-depth study. The Institute for Social Research at Sacramento State University analyzed the data from the U.S. Census and several state agencies. The research team also collaborated with the SACHCC to conduct interviews with community members looking at eight economic domains to set the foundation for future reports: Population, Income, Education, Digital Access, Employment, Socio-Economic Status, Impact of COVID, Hispanic profiles, and a set of opportunities that will drive the organization's economic priorities.

"It's critical to have data-driven conversations about equity and inclusion," said Shannon Williams PhD, Institute for Social Research at Sacramento State University. "This report lays the foundation to discuss both the important contributions of Hispanic/Latino residents to our region's economic vitality, and also highlights where our work remains in providing equal opportunities for all."

"This report shows the opportunities for investment to drive economic prosperity for everyone across our region," said Cathy Rodriguez Aguirre, President/CEO. "Although Hispanics/Latinos keep the economy running and continue to be a growing demographic, there are still vast levels of inequity that need our immediate attention and regional solutions," she added."

The State of Hispanics 2021 event will be streamed live on the SACHCC [Facebook](#) and [YouTube](#) Channels on Tuesday, September 21st, 2021 from 10 a.m. - 12:30 p.m. The release of the Hispanic Economic Report will be followed by a keynote panel that includes: Barry Broome, CEO, Greater Sacramento Economic Council; Paul Lau, CEO, SMUD; Lisandro "Chando" Madrigal, Founder and Owner, Chando's Enterprises; Deborah Bautista Zavala, Trustee, Woodland Unified Joint School District, and Miriam Martinez, Student, Sacramento City College. The panel will be moderated by José Alberto Suárez, the President and General Manager of the Telemundo stations in Fresno (KNSO), Sacramento (KCSO), and Salt Lake City (KULX). Suárez serves as the 2nd Vice Chair for the SACHCC Board of Directors.

Media and a limited number of invited guests will view the live event at the Golden1 Center.

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Review the complete report on our website sachcc.org/report and join the conversation on our social media channels: [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).

About the Sacramento Hispanic Chamber of Commerce

The Sacramento Hispanic Chamber of Commerce (SAHCC), established in 1972, is a gateway organization designed to foster business and economic growth in the Sacramento Region. Its mission is to promote and develop business growth for members and provide access to the Hispanic market.

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