

FOR IMMEDIATE RELEASE

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**THE SACRAMENTO HISPANIC CHAMBER OF COMMERCE ANNOUNCES
ITS 49th ANNUAL SALUD! BUSINESS AWARDS WINNERS**

*For the first time in the Hispanic Chamber's history, this annual celebration
will be delivered as a bilingual televised special on Telemundo 33.*

Sacramento, CA -- The Sacramento Hispanic Chamber of Commerce (SACHCC) has selected four exceptional Hispanic-owned small business owners as winners of its 49th Annual Salud! Business Awards. The awardees were selected from across Sacramento's diverse corridors for their positive contribution to the regional economy, their continued resilience, and creative pivoting during the pandemic.

"For the last 48 years, we have celebrated and recognized the achievements of organizations, elected officials, small businesses, and entrepreneurs who are making a positive impact in our community," said Cathy Rodriguez Aguirre, SACHCC President/CEO. "This year, the pandemic has provided us the opportunity to reach a broader audience and to change the narrative of our community through the stories and contributions of our small businesses to the economy and the inclusive growth of our region."

This year's Salud! Business Award Winners are:

- Carnicería Lopez (Franklin Boulevard Business District)
- La Cosecha by Mayahuel (Downtown)
- Panadería La Jerezana (Del Paso Boulevard District)
- 524 Mexican Restaurant (Gardenland Northgate Neighborhood)

Each of the four small businesses also received a \$2,500 small business grant to support their operations, and in recognition of their impact to the growth of their respective corridors.

"We are proud to accept this award and so grateful for the \$2,500 grant," said Hector and Sofia Olazaba, owners of Panadería La Jerezana. "We are proud to play a role in building this great community, provide jobs, and opportunities in our neighborhood. We are part of this wonderful city that has been good to us; we are fortunate and excited to continue to do business here!"

The Salud! Business Awards recipients will not be honored inside a ballroom nor Zoom meeting this year. The SAHCC Board Leadership will share their insights on the past year and present a sneak preview of the digital event on Wednesday, March 31st at 12pm via the organization's [Facebook](#) and [YouTube](#) pages. And, on Saturday, April 3rd at 6pm, Telemundo 33 will be presenting a bilingual documentary-style televised special highlighting the award winners and the impact of the Hispanic community to the regional economy.”

SMUD, Five Star Bank, Sacramento State, Wells Fargo, Kaiser Permanent, Sacramento Regional Transit, and JPMorgan Chase & Co. are partners in this celebration.

For more information please visit: sachcc.org/salud/

About the Sacramento Hispanic Chamber of Commerce.

Established in 1972, the Sacramento Hispanic Chamber of Commerce 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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