



Hispanic Public Relations Association
¡BRAVO!
National Awards

**POWERED BY
UNITY & PURPOSE**

IT'S YOUR TIME TO SHINE!

Now accepting submissions for the 2021 HPR ¡BRAVO! AWARDS

Three new categories recognizing campaigns dedicated to COVID response, social injustice, and virtual activations

DEADLINE: JULY 9, 2021

Discounted submission rates available for HPR members

National Hispanic Public Relations Association Announces Call-For-Entries for the HPR National ¡BRAVO! Awards

This year's program adds three categories to recognize outstanding campaigns geared towards COVID response, social injustice and virtual activations

NEW YORK, June 2, 2021 -- The [Hispanic Public Relations Association \(HPR\)](#) today announced the call-for-entries for the highest accolade in Hispanic communications – the [2021 HPR National ¡BRAVO! Awards](#). For the past seven years, the ¡BRAVO! Awards have celebrated best in class within corporate, agency, and non-profit public relations (PR) teams, and the breakthrough work they have produced. **Deadline for submissions is July 9, 2021. Winners will be announced on September 15, 2021** during the **HPR ¡BRAVO! Awards “Powered by Unity & Purpose” Dinner** at the **Lotte New York Palace Hotel** in New York City.

This year's HPR National ¡BRAVO! Awards program will mark the first time Hispanic industry leaders will come together to celebrate the outstanding campaigns that have impacted our communities. Recognizing the extraordinary way in which many teams had to pivot their communications strategies to address the global crises taking place, this year's theme will be “Powered by Unity & Purpose,” and will feature three additional categories focused on elevating outstanding programs that were geared toward COVID response, social injustice issues, and virtual activations.

"As a leading professional organization advancing the practice of Hispanic public relations and its practitioners, we are thrilled to bring back our esteemed awards program which provides a recognition platform for the incredible Hispanic PR work produced within our industry," said **Sonia V. Diaz, HPR National president** and senior vice president at Miami-based Balsera Communications. "We wanted this year's theme to not only drive HPR's mission of elevating Hispanic PR industry leaders and their work, but to reflect our community's unparalleled contributions as both a consumer and a social force nationwide."

2021 BRAVO! Awards Categories and How To Enter:

This year, there are **24 categories** available to [enter for the HPRA National ¡BRAVO! Awards](#). Entries will be judged by an unaffiliated panel of senior public relations professionals representing industry national organizations and trade publications. Entrants will be notified of results by August 16, 2021 and recognized at the 2021 HPRA National ¡BRAVO! Awards dinner at Lotte New York Palace Hotel on September 15, 2021.

The ¡BRAVO! 2021 categories include:

1. Technology
2. Healthcare/Nutrition
3. Fashion & Beauty
4. Food & Beverage
5. Public Education
6. Entertainment: Arts, Sports & Media
7. New Product/Service Launch
8. Media/Virtual Event
9. Integrated Marketing Communications
10. Non-Profit
11. Influencer Engagement
12. Digital PR Program (Social Media Campaign)
13. Internal Communications
14. Community Engagement
15. CSR Communications
16. COVID Response
17. Social Injustice
18. Public Affairs
19. Latin America
20. B2B
21. Multicultural PR Program (Driven toward two or more groups)
22. Campaign of the Year (Must enter in two or more categories)
23. In-House Team of the Year
24. Agency of the Year

All materials are required to be submitted digitally through the HPRA National ¡BRAVO! Awards platform. Awards categories are open to all public relations, advertising, and marketing agencies, corporations, non-profit organizations and/or practitioners who practice in the United States, including Puerto Rico. Work must have been implemented between August 1, 2019 and May 31, 2021. All entries must be received by 5:00 p.m. ET on Friday, July 9, 2021 ET.

Entry fees and deadlines are as follows:

HPRA Member \$225, Non-members \$275

In addition to announcing winners, HPRA will also present the following awards to individuals making an impact in their respective careers. These include: “Pioneer of the Year” Award for public relations; “Journalist

of the Year” Award, Diversity & Inclusion Award, and President’s Award. Nominees will be presented by the HPRA National Board of Directors who will also select the recipients of the prestigious awards. The honorees will be recognized during the 2021 HPRA National ¡BRAVO! Awards.

For more information about the awards program and to enter a submission, click [here](#).

For information about [HPRA Bravo and sponsorship opportunities](#) please visit our site or contact the HPRA National Office at info@hprausa.org.