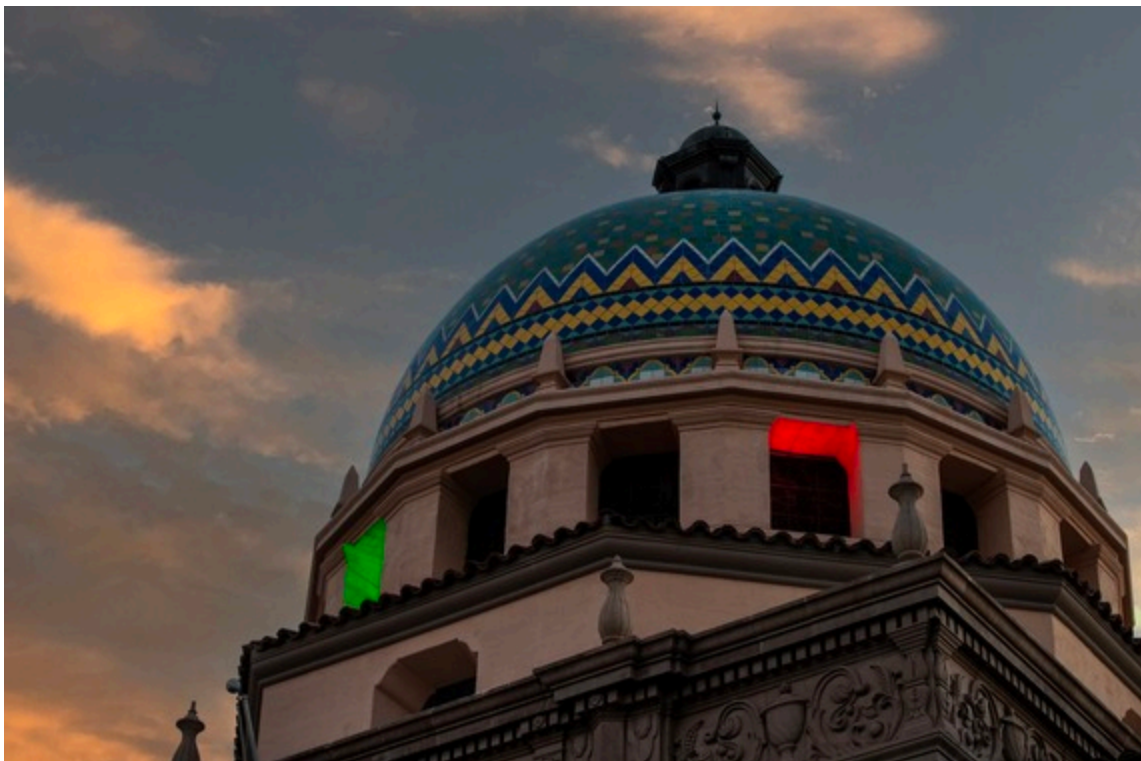


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## Celebrate Hispanic Heritage Month with music, events throughout Pima County

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## Celebrate Hispanic Heritage Month with music, events throughout Pima County

PIMA COUNTY, Sept. 9, 2024 – Pima County is partnering with [Visit Tucson](#) on a number of events as part of Hispanic Heritage Month, which kicks off on Sept. 15.

The month-long festival — [¡Viva Tucson!](#) — celebrates the food, music, art, and traditions of Hispanic culture, all integral to the very DNA of southern Arizona. The event kicks off with a [Mexican Independence Day Concert and “El Grito” civic ceremony](#), organized by [The Consulate of México in Tucson](#) at 7 p.m. Sept. 15 at the Linda Ronstadt Music Hall, 260 S. Church Ave. To celebrate the month’s activities, Pima County will light the dome of the Historic Courthouse, 115 N. Church Ave., with the colors of the Mexican flag Sept. 30-Oct. 4.

The Historic Courthouse will feature free concerts every Friday 11 a.m. to 1 p.m. in the Courtyard beginning Sept. 13. Concerts will be offered weekly, with some exceptions, through Memorial Day 2025. The first four concerts will celebrate ¡Viva Tucson! Check back regularly on the [¡Viva Tucson!](#) site for updates.

Nearly two dozen events are already featured on the [¡Viva Tucson!](#) site, ranging from concerts to art exhibits to a [Chile Festival](#) at the Rillito Farmers Market.

“¡Viva Tucson! offers an opportunity for all to celebrate the invaluable contributions of Hispanic culture to our entire community, and we are excited to see this celebration continue for many years to come,” said Diane Frisch, Director of Pima County Attractions and Tourism.

In addition, the Pima County Public Library has compiled a [Nuestras Raíces edition](#) of new books featuring Latin American/Latinx authors or celebrating the Latin American community. And Eckstrom-Columbus Library will be the site of a guided workshop on creating images from Loteria game cards. [Registration is limited.](#)

In addition, baseball fans can enjoy competition on the diamond at Mexican Baseball Fiesta at Kino Sports Complex, 2500 E. Ajo Way, Oct. 3-6. Learn more at the [Mexican Baseball Fiesta webpage](#).

Hispanic Heritage Month was established in 1968 by President Lyndon Johnson and takes place from Sept. 15 to Oct. 15 each year. Sept. 15 is the anniversary of independence for many Latin American countries, with others celebrating their independence on the 16<sup>th</sup> and 18<sup>th</sup>.

To find out more about the monthlong celebration and other events taking place, check out Visit Tucson’s webpage at [www.visittucson.org/viva](http://www.visittucson.org/viva).

*The Southern Arizona Heritage and Regional Visitor Center is housed in the Historic Pima County Courthouse. The [Pima County Department of Attractions & Tourism](#) works closely with other Pima County departments and Visit Tucson to enhance the economic welfare of Pima County citizens and businesses by collaborating on tourism-related efforts.*

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