

Good morning,

Altice USA, the parent company of Optimum, announced its annual Hispanic Heritage Month essay contest in partnership with Univision. Presented by **Alejandra Espinoza, Univision On-Air Personality and TV host**, the essay contest invites middle and high school students to celebrate Hispanic Heritage Month by submitting an essay that describes a Hispanic person whom they consider to be a hero and why. The full essay prompt can be found below.

We all have a hero. Someone we look up to. Someone who inspires us. Whether it is a civil rights activist, pop culture icon, or someone you know personally, heroes bring us hope when we need it the most. In 500 words or less, tell us about a Hispanic person, past or present, who you consider to be a hero and explain why.

Who: Optimum's Hispanic Heritage Month essay contest in partnership with Univision

What: Hispanic Heritage Month essay contest for middle and high school students about a Hispanic person who they consider to be a hero.

- Students must be in grades 6-12 in the Optimum footprint
- You do not have to be Hispanic to apply
- Essays must be in English

Where: More information can be found at Optimum.com/HHM

When: Essay submissions must be received by 11:59 pm EDT on October 31, 2020.

Why: Grand prize finalists will receive a \$1,500 scholarship. Additional three finalists will receive an iPad. Separate prizes for middle and high school categories.

If interested, please also feel free to promote the contest via social media. Below please find sample social media posts:

Facebook and Instagram:

I am excited to join @Optimum and @Univision in celebrating #HispanicHeritageMonth. Students in grades 6-12 can enter the Hispanic Heritage Essay Contest for a chance to win great prizes. Visit Optimum.com/HHM for details.

Twitter:

Students, enter @Optimum and @Univision Hispanic Heritage Essay Contest for a chance to win great prizes at Optimum.com/hhm

Please do not hesitate to reach out with any questions or concerns. Thank you for helping to spread awareness!

Best,
Matt Grossman and [John Dullaghan](#)