



For Immediate Release:

Nickelodeon Partners with KID Museum and Hispanic Heritage Foundation to Create Anti-Hate Guide for Latinx, Focusing on Parents and Children

Latinx Guide is Part of Bigger 'Develop Talk and Take Action' Campaign

WASHINGTON, DC (2/28/2022) – Nickelodeon has partnered with KID Museum and Hispanic Heritage Foundation to create an Anti-Hate guide for Latinx, focusing on parents and educators. The Anti-Hate Latinx guide is part of Nickelodeon's [Talk & Take Action: Anti-Hate Guides](#) series, which seeks to empower kids with tools, information, and inspiration to help them navigate their world. (<https://bit.ly/36TX989>)

In addition to the *Anti-Hate Latinx* guide with KID Museum and HHF, Nickelodeon developed *Countering Antisemitism*, *Stopping AAPI Hate*, *Dismantling Anti-Blackness*, and *Combating LGBTQ+ Discrimination* as part of the Talk & Take Action: Anti-Hate Guides series.

“We are thrilled to partner with a worldwide brand for children and parents who also have a strong social conscious in Nickelodeon along with our friends at KID Museum in developing a guide for educators, parents and children to increase the understanding, appreciation and respect for the Latinx community,” said Jose Antonio Tijerino, President and CEO of Hispanic Heritage Foundation. “We understand the importance of breaking the cycle of discrimination and hate in our world and any movement starts with youth, but also the adults that influence them. We applaud Nickelodeon’s vision and leadership in offering these resources.”

Nickelodeon’s Talk & Take Action: Anti-Hate Guides series were co-authored by best-in-class organizations to provide adults, who interact with children ages 8-12, as a primer on effective conversations on the topics. Each unit includes a brief history of discrimination against the community, which is why creating an actionable, step-by-step guides, is so important and aligned with HHF’s and KID’s missions.

“We urgently need to give kids better tools to move the needle as culture makers and changemakers of the future,” said Cara Lesser, Founder and Executive Director of KID Museum. “That’s why we’re proud to team up with Nickelodeon and the Hispanic Heritage Foundation as part of Nickelodeon’s ‘Talk and Take Action Campaign,’ to give teachers and families tangible, hands-on ways to combat hate and promote social change.”

About KID Museum

KID Museum is an experiential, creative learning center based in the Washington, DC region. The organization fosters the “Mind of a Maker” and empowers the next generation of changemakers with the skills to invent the future. Through hands-on programs, KID Museum challenges young people to be active makers, building agency, confidence, and creative problem-solving skills. KID Museum designs and delivers programs across the full continuum of learning for K-8 students in partnership with educators and schools. KID Museum’s weekend onsite programs, community events, and live, virtual sessions encourage families to learn and explore together. The organization is part of a growing movement to remake education for every young person, putting them in the driver’s seat of their learning and trusting them to be agents of change. For more information, please visit www.kid-museum.org.

About Hispanic Heritage Foundation

The Hispanic Heritage Foundation is a national, nonprofit focused on identifying, preparing, and connecting leaders in education, the workforce, social impact, and culture. Visit www.HispanicHeritage.org and follow HHF [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#) and [TikTok](#).

About Nickelodeon

Nickelodeon is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The brand includes television programming and production in the United States and around the world, plus consumer products, digital, location-based experiences, publishing, and feature films. For more information or artwork, visit <http://www.nickpress.com>.

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