Holyoke Community College kicked off its annual celebration of national Hispanic Heritage Month on Sept. 11.
The celebration continues through Oct. 15 with an ongoing film festival, as well as lectures, arts activities, cultural displays and other Latinx-oriented events.
The film festival, sponsored by HCC’s language and Latinx studies department and the Community College Public Humanities Center at HCC, takes place every Wednesday through Oct. 15. All the films are in Spanish with English subtitles and are presented at 7 p.m. in the Leslie Phillips Theater, unless otherwise noted.
Hispanic Heritage Month events and activities at HCC include:
- Today, 11 a.m.: “Yo no me llamo Ruben Blades (Ruben Blades is not my name).” This documentary tells the story of musician and actor Ruben Blades and will be screened in Room 301 of the HCC Kittredge Center for Business and Workforce Development.
- Friday, Noon: “Puerto Rico Statu- tus.” Marcos Marrero-Rivera, director of planning and development for the city of Holyoke, will talk about the devastation on the island wrought by Hurricane Maria and what it means to the economic, educational, political and public health of the island. The presentation will be in Room 303 of the HCC Kittredge Center for Business and Workforce Development.
- Sept. 25, 7 p.m.: “Todos lo saben (Everybody Knows).” Penélope Cruz stars as a woman who returns to her hometown in Spain for a wedding, where the festive mood is spoiled when her daughter disappears.
- Oct. 2, 7 p.m.: “Un Traductor (A Translator).” This film is based on the true story the 20,000 victims of Russia’s Chernobyl disaster who were treated in Cuba in 1989. The story follows a professor who acts as a translator between Cuban doctors and the families of young patients.

Myriam Quinones, coordinator of HCC’s Multicultural Academic Services program, holds a vejigante mask made by the late Holyoke community activist Carlos Vega. HCC is offering a display of posters from the Carlos Vega College of Latino History in Holyoke, on loan from Wistariahurst Museum.
- Oct. 9, 11 a.m.: Latinx celebration. Music, culture and food in the HCC courtyard. Visit a popup museum of cultural artifacts from various Latinx countries and learn about their contributions to art, music and culture.
- Oct. 9, 7 p.m.: “Me llaman el Rey Tigre (They Called Me King Tiger: A Biography of the Chicano Malcom X).” The final film is a documentary from Mexico about Reies López Tijerina, a Mexican-American radical and civil rights activist dubbed "King Tiger" and "the Malcolm X of the Chicano Movement."
- Oct. 10, 11 a.m.: “Holyoke’s Latinx History.” A panel discussion with Betty Medina-Lichtenstein, executive director, Enlace de Familias de Holyoke; Miguel Arce, professor of Social Work, Springfield College; and Orlando Isaza, social activist and community organizer.

All films, events and activities are free and open to the public. This is the first year HCC is collaborating with the city of Holyoke on Hispanic Heritage Month events. For more information go online to holyoke.org.