



**FOR IMMEDIATE RELEASE**

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**GHCC Launches CREAR, a new initiative for Latino Creative Professionals**

**Atlanta, GA** – The Georgia Hispanic Chamber of Commerce (GHCC) is excited to announce the launch of CREAR, a new initiative focusing on increasing the representation and support of Georgia-based Latino creative professionals. GHCC recognizes that professional creatives are entrepreneurs, entrepreneurs whose contributions in business, art, and culture have been a consistent positive influence in our state and its economy. CREAR will look to identify and promote these underrepresented Latino cultural industries with programming tailored to the various Latino creative organizations and will focus on connecting members to local and national resources and opportunities.

**CREAR Launch - Private Event:**

Thursday, April 21 7:00pm – 9:00pm

Lawrenceville Arts Center, Home of the Aurora Theater

125 N Clayton St., Lawrenceville, GA 30046

For more information, please visit the CREAR and GHCC's websites:

<https://crearghcc.org>, <https://ghcc.org/en/>

**About Georgia Hispanic Chamber of Commerce:**

*Established in 1984, the GHCC's primary focus is business formation, business growth, civic engagement, and leadership development. Through consultations, workshops, and seminars, the GHCC serves entrepreneurs and business owners by bringing quality programming to the Hispanic business community. With over 1,000 members, the GHCC is one of the largest Hispanic Chambers in the United States.*