

For Immediate Release
September 12, 2024**Contact: Mercedes Diez**
Director, Communications & College Relations
mercedes.diez@lehman.cuny.edu
917-213-4836**¡AZÚCAR! NEW QUARTER LAUNCH CELEBRATES CELIA CRUZ'S SWEET SUCCESS***Special Guest Includes Actor and Producer Gina Torres, Musical Tributes & Performances by Celia Cruz Bronx High School of Music and the Celia Cruz Bronx High School of Music Big Band*

The Bronx – The rhythms of salsa and guaguancó will echo through the Lehman College Center for the Performing Arts on Friday, September 27 at 1 p.m. for the much-anticipated release of a new quarter honoring the life and legacy of Celia Cruz. The [United States Mint](#) and the [National Women's History Museum](#), in partnership with the [Celia Cruz Bronx High School of Music](#), [Lehman College](#), [Telemundo](#), and the estate of Celia Cruz, will celebrate the event with a lively afternoon featuring performances and engaging conversations about Celia Cruz's impact and role in propelling Latin music to new heights.

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Special guests in attendance include:

- [Gina Torres](#), Actress and Producer
- [Gloria Calderón Kellett](#), Writer, Producer, Director and National Women's History Museum Ambassador
- [Mónica Gil](#), Chief Administrative and Marketing Officer, NBCUniversal Telemundo Enterprises, and Board Member, National Women's History Museum Ambassador
- [Omer Pardillo-Cid](#), Former Manager, Celia Cruz, and Grammy and Emmy Award-winning Producer
- [The Honorable Ventris C. Gibson](#), Director, United States Mint
- [Susan D. Whiting](#), Chair, National Women's History Museum Board of Directors
- [Jennifer Herrera](#), Vice President of External Affairs, National Women's History Museum
- [The Honorable Rosie Rios](#), Chair, America250, and 43rd Treasurer of the United States

The 2024 Celia Cruz Quarter is the 14th coin in the [American Women Quarters™ Program](#), which celebrates the accomplishments and contributions made by women of the United States. The reverse (tails) features a dynamic depiction of Celia Cruz flashing her dazzling smile while performing in a rumba-style dress. Her signature catchphrase "¡AZÚCAR!" is inscribed on the right. Everyone who attends will get an up-close look at the coin when they receive one of these special quarters as a keepsake.

Fernando Delgado, Lehman College President

"Celia Cruz performed at Lehman College at the height of her popularity, making this a sort of homecoming. We are honored to be able to celebrate all she represents, a cultural trailblazer whose impact reached well beyond music and who shines as a role model for our students and our whole community."

Mónica Gil, Chief Administrative and Marketing Officer, NBCUniversal Telemundo Enterprises

"It is an honor to join the launch of a new quarter recognizing and celebrating the legacy of one of our country's biggest musical and cultural icons, the unrivaled Celia Cruz. As the first Afro-Latina to be featured on a quarter, Celia represents the unstoppable spirit of Latinas and it is with great pride that we celebrate and support this historic accomplishment."

The Honorable Ventris C. Gibson, United States Mint Director

"Celia Cruz was a cultural icon who inspired an entire generation. It is exciting to celebrate her wide-ranging musical legacy and to have the first Afro Latina on a coin."

Omer Pardillo-Cid, Former Manager for Celia Cruz, and Grammy and Emmy Award-winning Producer

"Celia received so many accolades during her lifetime that it was hard to expect a greater honor than those she had already accumulated during her legendary career. But to have been honored by the U.S. Mint in this way is remarkable and would have surprised her greatly, since she was a simple and humble woman. The adjective 'unique' has been used a great deal, but there's no better word to describe Celia Cruz. Unique and eternal."

Jennifer Herrera, Vice President, External Affairs, National Women's History Museum

"Celia Cruz was an extraordinary woman whose talents and endless contributions to the world of music made a lasting impact on our nation's culture. It is both a joy and a profound honor to co-host this inspiring event celebrating her remarkable legacy."

Vern Ram, Acting principal, Celia Cruz High School of Music

"The Celia Cruz High School of Music community is privileged to be part of this historic event, a unique opportunity to honor Celia Cruz's life and legacy. The anticipation of performing and attending the launch of the new quarter in her honor is truly exhilarating."

Known as the "Queen of Salsa," Celia Cruz was an internationally-acclaimed singer and dynamic stage performer whose long and versatile career broadened the reach of Caribbean and Latin American music, celebrating its African roots.

This event is free and open to the public. [Registration](#) is required.

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About Lehman

A perennial national leader in promoting social mobility, Lehman College of The City University of New York serves as an intellectual, economic, and cultural center for the Bronx, New York City, and beyond. The college - which sits on a tree-lined 37-acre campus – supports more than 13,000 undergraduate and graduate students, another 14,000 students in continuing and professional programs, and over 90,000 alumni. As a federally designated Hispanic-Serving Institution in the Bronx, Lehman College educates a diverse population of students. The college offers bachelor's, master's, and doctoral degrees as well as certificate programs in the liberal arts, sciences, and professions. Named after Herbert H. Lehman, a former U.S. senator, New York State governor, and internationalist, the college is guided by Lehman's commitment to fundamental human rights and a dedication to public service.

About the United States Mint

Congress created the United States Mint in 1792, and the Mint became part of the Department of the Treasury in 1873. As the Nation's sole manufacturer of legal tender coinage, the Mint is responsible for producing circulating coinage for the Nation to conduct its trade and commerce. The Mint also produces numismatic products, including proof, uncirculated, and commemorative coins; Congressional Gold Medals; silver and bronze medals; and silver and gold bullion coins. Its numismatic programs are self-sustaining and operate at no cost to taxpayers.

About the National Women's History Museum

Founded in 1996, the National Women's History Museum (NWHM) is an innovative virtual-first museum dedicated to uncovering, interpreting, and celebrating women's diverse contributions to society. A renowned leader in women's history education, the Museum brings to life the countless untold stories of women throughout history, and serves as a space for all to inspire, experience, collaborate, and amplify women's impact—past, present, and future. We strive to fundamentally change the way women and girls see their potential and power.

NWHM fills in major omissions of women in history books and K-12 education, providing scholarly content and educational programming for teachers, students, and parents. We reach more than five million visitors each year through our online content and education programming and, in March 2023, mounted our first physical exhibit at the Martin Luther King Jr. Memorial Library in downtown Washington, DC, [We Who Believe in Freedom: Black Feminist DC](#).

NWHM is proud to serve as a consultant to the U.S. Mint on the American Women Quarters™ program. The Museum is a nonpartisan, nonprofit 501(c)3. Follow us on [Facebook](#), [Twitter](#) and [Instagram](#) and visit us at [womenshistory.org](#).

About Celia Cruz High School of Music

The Celia Cruz High School of Music, a Magnet School, combines award-winning music programs with a rigorous college and career-focused experience. In collaboration with partners such as Lehman College, the City University of New York, Monroe College, and the Superintendent, the school is dedicated to enhancing educational instruction, musical training, and fostering responsible citizenship among all students.