



LARA MEDIA SERVICES
2156 NE Broadway St. Portland, OR 97232
Phone: 503.210.5427
E-Mail: contact@laramedia.com
Web: laramedia.com

Nov 10, 2025

For immediate release,

Victoria Lara Honored with the Prestigious Ohtli Award

The Government of Mexico has selected **Victoria Lara** as the recipient of this year's **Ohtli Award**, the nation's highest recognition for individuals of Mexican heritage living abroad. The award honors those whose leadership and lifelong commitment have opened paths ("*Ohtli*" in Náhuatl) for others and advanced the well-being of Mexican communities around the world.

The **Consulate of Mexico in Portland** will **preside over the award ceremony**, which will bring together **advocates, public officials, and distinguished Oregon leaders**, including representatives from state and local government, business, and community organizations.

Victoria Lara has dedicated her career to empowering Mexican and Latino communities through opportunity, representation, and belonging. Her unwavering commitment to equity and inclusion has strengthened countless lives—especially among immigrant families striving to build a better future.

Over the years, the Ohtli Award has been presented to notable figures such as **Eva Longoria, Dolores Huerta, Iliana de la Vega, Dr. Sergio Aguilar-Gaxiola, and Dr. Patricia Gándara**, among others. **Victoria Lara now joins this circle of visionary leaders whose impact transcends borders and generations.**

We extend our sincere gratitude to **Angel Reyes**, Corporate Responsibility Officer at **KeyBank**, for helping make this celebration possible, and to **La Casa de Mamá**, a **Latina-owned, family-operated Mexican panadería in Portland**, for sharing their delicious food and hospitality during this special occasion.

The ceremony will take place on **Friday, November 21, 2025**, in **Portland, Oregon**.

Contact:

Lara Media Services
Contact@laramedia.com
www.laramedia.com