



## **LOS ANGELES RAMS TO CELEBRATE LATINX HERITAGE MONTH SURROUNDING RAMS- GIANTS GAME ON SUNDAY, OCTOBER 4**

*Fans Can Register to Join the Rams Virtual Carne Asada at [TheRams.com/carneasada](https://www.therams.com/carneasada)*

*Content Series “La Familia” to be Featured on Team Social Channels*

*Rams to Host “Vamos Rams” PLAY 60 Character Camp for Inglewood Unified Students*

In celebration of Latinx Heritage Month, the Los Angeles Rams are launching a series of Vamos Rams activations that will build on the shared traditions of Los Angeles’ Latinx culture and Rams football. The celebration will feature initiatives leading up to the team’s “Vamos Rams” game, presented by [Corona](https://www.corona.com), at SoFi Stadium on Sunday, October 4 at 1:00 p.m. PT against the New York Giants. The celebration will culminate with a “Vamos Rams” PLAY 60 Character Camp for Inglewood Unified School District students.

Below is more information about the team’s Vamos Rams activations taking place during Latinx Heritage Month:

### **Rams Virtual Carne Asada**

On Saturday, October 3rd at 6:00 p.m. PT, the Rams will host a Virtual Carne Asada, or traditional Latinx family tailgate, presented by [Corona](https://www.corona.com), that will feature a performance from Mariachi Rams and interviews with Safety **JOHN JOHNSON III**, Receiver **VAN JEFFERSON**, comedian **JAY MENDOZA**, Legend **FRANK CORRAL**, and Spanish radio announcers **TROY SANTIAGO** and **RICARDO LOPEZ SUAREZ**. The event will be hosted by team reporter **SARINA MORALES**. Fans can register to join the Virtual Carne Asada at [TheRams.com/carneasada](https://www.therams.com/carneasada) and have the chance to win apparel swag bags with Rams merchandise and a Corona cooler. All registrants must be 21 or older to join.

### **“La Familia” Content Series**

The Rams are launching a three-episode docuseries, *La Familia*, that will showcase the careers of the franchise’s Latinx Legends such as **TOM FEARS, FRANK CORRAL** and **DANNY VILLANUEVA**. The series is narrated by Troy Santiago in English and Spanish. The first episode about Hall of Famer Tom Fears, who was the first Mexican-born player to be drafted by an NFL team, was posted to the Rams social channels on Wednesday, September 30<sup>th</sup>. The episode can be viewed [here](#).

### **Virtual “Vamos Rams” PLAY 60 Character Camp for Inglewood Unified School District**

The Rams will host a virtual “Vamos Rams” PLAY 60 Character Camp for [Inglewood Unified School District](#) students on Tuesday, October 13. The event will engage elementary school students (grades K-6) and feature pre-recorded videos created by Rams players, cheerleaders and team mascot Rampage. Each video will showcase at-home fitness exercises that encourage participants to stay active and healthy during distance learning as a result of the COVID-19 pandemic.

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