CherishFamily Launches the Abuela Story Challenge for Hispanic Heritage Month

Father-and-son platform invites families to record one story from their grandmother — in her own voice, in English or Spanish — before Día de los Muertos



Three generations of the Santulli family: Tristan, David, and David's 96-year-old father, whose stories inspired CherishFamily.

BOSTON, MA, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- Every day, irreplaceable family stories, voices, and memories disappear — often without ever being recorded. As families become more geographically dispersed and generations pass, the risk of losing personal history has quietly become a global reality.

To mark Hispanic Heritage Month — with Día de los Muertos approaching on November 1–2 — CherishFamily today announced the Abuela Story Challenge: an invitation for families everywhere to record one story from their grandmother, in her own voice, en español o inglés. A recipe only she knows. A childhood memory. How the family came to this country.

> We built CherishFamily so no family has to lose the stories and voices that matter most."
>
> *David Santulli*

For co-founder David Santulli, the mission is deeply personal.

"My mom died when I was 14 months old. I don't remember the sound of her voice," Santulli said. "My dad is 96 now, and his stories about growing up as an Italian American during the Great Depression are some of the most meaningful moments we share. Once those voices are gone, they're gone forever. We built CherishFamily so no family has to lose them."

October is also Italian American Heritage Month — a fitting moment, Santulli notes, for every family to ask an elder one question and press record. "Abuelas are legends," he said. "Whether

she's your abuela, your nonna, or your grandma — their stories deserve to outlive us all."

Founded by Santulli and his son Tristan, CherishFamily is a private family storytelling platform where parents, grandparents, and relatives across generations record stories in their own words and voices — through video, audio, or writing. The platform is available in English, Spanish, German, French, and Portuguese, so families can share stories in the language that feels most natural. All content is encrypted and shared only with invited family members.

Families can take the Abuela Story Challenge at cherishfamily.com.

About CherishFamily: CherishFamily is a family storytelling platform founded by a father-and-son team, dedicated to helping families preserve stories, voices, and memories across generations — ensuring that the voices and experiences of loved ones are never lost.

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