



National Puerto Rican Day Parade, Inc.

www.nationalpuertoricandayparade.org

e-mail: nprdpin@aol.com

PRESS RELEASE

FOR DISTRIBUTION: IMMEDIATE

Thursday, May 12, 2011

Contact: Javier E. Gómez

917-533-1247

*Madelyn Lugo
Chairperson*

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Vice-Chairperson*

*Trinity A. Padilla
Secretary*

*Shirley Cox
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*Rosalinda Ortega
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*Javier A. Solano
Legal Counsel*

*GALOS Corporation
Marketing Agency*

*2804 Third Avenue,
Fifth Floor
Bronx, New York
10455*

*Tel: (718) 401-0404
Fax: (718) 292-2305*

LEGUIZAMO, *GRAN COMBO*, AND MORE IN 2011 NATIONAL PUERTO RICAN DAY PARADE

New York's landmark Fifth Avenue will once again shine with Puerto Rican pride and culture, as the **16th Annual National Puerto Rican Day Parade** (54th annual Puerto Rican Day Parade since the event's inception as a local organization), will take place on Sunday, June 12, 2011.

In a press conference held at the New York Marriott Marquis, **Madelyn Lugo**, the Parade's President, announced that this year's theme is "**Celebrating the Natural Beauty of Puerto Rico**". Organizations such as the **Puerto Rico Conservation Trust** and the **Puerto Rico Chapter of the Sierra Club**, have joined on this effort to raise awareness to preserve the environment and natural resources of the island.

The Parade will be dedicated to the hometown of **Cabo Rojo**, marking the 240th anniversary of its foundation. A co-dedication was granted to the hometown of **Patillas**, in celebration of its 200th anniversary. The State dedication went to **California**, where the Puerto Rican population jumped to 157,255 in 2009, from approximately 140,000 in the year 2000, according to the U.S. Census Bureau.

"The National Puerto Rican Day Parade is the largest celebration of Puerto Rican pride and culture around the globe. I invite everyone to join us on June 12th for this exciting *fiesta*, and be sure to participate in the multiple cultural events leading up to the Parade. From cultural pageants and educational functions to sports competitions and music festivals, among other happenings, there is something for everyone", Lugo said.

2011 Parade Grand Marshals are **Robert I. Unanue**, President of Goya Foods, Inc., and **Carlos Unanue**, President of Goya Foods Puerto Rico, in celebration of the company's 75th Anniversary and its support to community service; including more than fifty years of collaboration with the National Puerto Rican Day Parade, Inc. The State Marshal designation was granted to California-based Latin Music Promoter **Albert Torres**. The Lifetime Achievement Award will be presented to former New York City Councilman and Educator **Federico Pérez**.

Lugo also announced today that legendary Salsa-Music ensemble **El Gran Combo** will serve as Kings of the Parade. Actor **John Leguizamo**, whose parents are Puerto Rican and Colombian, will march as Global Ambassador to the Arts in recognition of his contributions to entertainment, and his work for the protection of the environment and natural resources.

"As a kid growing up in Queens, I couldn't wait each year for the Puerto Rican Day Parade. No one who knew me then or in high school, would believe that I'm going to be *in* the Parade - and that I've been given the title of Ambassador. Wepa!", said the Emmy-winning actor currently appearing on his one-man show, *Ghetto Klown*, on Broadway.

The parade will begin at 11:00 am on 44th Street, making its way north along Fifth Avenue to 79th Street. The event will be broadcast live by **Fox 5/MY9**, and in Puerto Rico through **Telemundo of Puerto Rico**.

Other 2011 Parade Honorees include:

Civic Godmother – **Millie Báez O'Toole** – Community Leader
Arts Godfather - **Antonio Caban Vale "El Topo"** – Puerto Rican Folk Singer
“Golden Age” Godmother – **Gloria Mirabal** – Community Leader and Singer
National Godmother – **Bárbara Bermudo** – News Reporter
Puerto Rico Godfather - **Raymond Arrieta** – Actor and Television Host
Puerto Rico Godmother - **Tita Guerrero** – Actress
Musical Godfather - **Gary Nuñez** - Plena Libre Music Ensemble
New York Youth Godmother – **Caridad de La Cruz “La Bruja”** - Performer
New York Youth Godfather – **Speedy** – Radio Host
Puerto Rico Youth Godfather - **Victor Gonzalez** - First Driver from Puerto Rico to compete in NASCAR
Sports Ambassador - **Roberto Alomar** – Baseball Hall of Famer
International Ambassador - **Braulio** - Singer and Composer (b. Spain)
International Godmother – **Paola Cancellieri** – Television Host (b. Mexico)
Ambassador of Goodwill - **Alexandra Fuentes** - TV Anchor
Ambassador of Goodwill - **Abraham** - Latin Gospel Singer
Guests of Honor: **Michelle Auguste, Marijoel Durán, Ino Gómez, Alipio “Coco” Cabrera, DJ Bacán Bacán, Derek de La Hoz**

Lugo also announced that two Puerto Rican luminaries, who recently passed, have been proclaimed “Puerto Rican Immortals”, in celebration of their invaluable contribution to Puerto Rican life and history:

- **Emilio “Millito” Navarro:** First Puerto Rican Baseball Player to play in the Negro League, and the oldest professional baseball player from the League to be alive. Was honored by the National Puerto Rican Day Parade, Inc. in San Juan in March 2011, weeks before his death on April 30, 2011 at age 105. He left an inspiring legacy of sports excellence and success, breaking barriers, and helping youth and children.
- **Johnny Albino:** Internationally-renowned Bolero music icon. Revered by generations as the Lead Voice of the legendaries Trio San Juan and Trio Los Panchos. He recorded over 300 albums and shared the stage with the likes of Frank Sinatra, Sammy Davis Jr., and Nat King Cole, among others. A former member of the U.S. Army, his vocal styling remains unmatched. He passed away on May 7, 2011 at age 91.

Lugo and the Board of Directors of the National Puerto Rican Day Parade Inc. call on parade marchers and spectators to display Puerto Rican flags without any symbols. The event has launched a brand-new website (www.nationalpuertoricandayparade.org) with up-to-date information, answers to most frequently asked questions, and Parade guidelines. The 2011 Parade can also be followed on **Facebook, Twitter, MySpace, and YouTube**.

The organization today also released the entire calendar of events leading up to the Parade, which includes the **Education/Leadership Banquet** on May 19th, the **Miss Puerto Rico NPRDP Cultural Pageant** on May 28th, the **152nd Street Festival** on June 4th, the **Annual Mass at St. Patrick’s Cathedral** on June 5th, the **Annual Parade Banquet** and **El Baile del Pueblo** featuring Plena Libre and Salsa-music sensation **Michael Stuart** on June 10th, and the **Puerto Rican Games/Juegos**

Boricuas (an all-day family sports tournament this year dedicated to the memory of Emilio “Millito” Navarro) on June 11th, among other events.

At today’s Press Conference, Lugo saluted two of the National Puerto Rican Day Parade Inc.’s oldest collaborating sponsors, American Airlines and Banco Popular, celebrating 40 years of service to Puerto Rico, and 50 years of its foundation, respectively.

For the entire calendar of events and/or **2011 National Puerto Rican Day Parade** information, the public can call 718-401-0404 or visit www.nationalpuertoricandayparade.org.

XXX



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COMUNICADO DE PRENSA PARA DISTRIBUCIÓN: INMEDIATA

Jueves 12 de mayo, del 2011

Contacto: Javier E. Gómez
917-533-1247

LEGUIZAMO, EL GRAN COMBO Y MÁS EN DESFILE NACIONAL PUERTORRIQUEÑO 2011

La histórica Quinta Avenida de Nueva York brillará nuevamente con el orgullo y la cultura boricua ya que el **Décimo Sexto Desfile Nacional Puertorriqueño** (54 Desfile Anual Puertorriqueño de Nueva York desde sus inicios como entidad local), se realizará el domingo 12 de junio.

En una rueda de prensa realizada en el Marriott Marquis, Madelyn Lugo, la presidenta del Desfile, anunció que el tema del evento será este año **"Celebrando la Belleza Natural de Puerto Rico"**. Organizaciones como el **Fideicomisio de Conservación de Puerto Rico** y el **Capítulo de Puerto Rico del Sierra Club** se han unido a este esfuerzo para crear conciencia sobre la preservación del ambiente y los recursos naturales de la isla.

El Desfile será dedicado a **Cabo Rojo**, en conmemoración al 240 aniversario de la fundación del pueblo turístico al suroeste de Puerto Rico. Se ha otorgado co-dedicatoria **Patillas**, en celebración del bicentenario de la fundación del pueblo también conocido como "La Esmeralda del Sur". La dedicatoria a un estado fue otorgada a **California**, donde la población puertorriqueña aumentó de 140,000 en el año 2000; a 157,255 en el 2009, según estadísticas del Buró del Censo.

"El Desfile Nacional Puertorriqueño de Nueva York es la máxima celebración del orgullo y la cultura puertorriqueña en el mundo. Los invito a que nos acompañen el 12 de junio en esta gran fiesta y que participen en los diferentes eventos culturales que tenemos programados desde ahora hasta el Desfile. Desde certámenes culturales y eventos educativos, hasta torneos deportivos y festivales musicales, entre otras actividades, hay algo para todos", dijo Lugo.

Los Gran Mariscales del Desfile 2011 serán **Robert I. Unanue**, presidente de Goya Foods, Inc., y **Carlos Unanue**, presidente de Goya Foods Puerto Rico, en conmemoración al 75 aniversario de Goya sirviendo a la comunidad y su colaboración de más de 50 años con el Desfile Nacional Puertorriqueño de Nueva York, Inc. El título de "Mariscal por un Estado" irá al promotor musical radicado en California, **Albert Torres**. El Premio por Excelencia corresponde al ex concejal municipal de Nueva York y educador, **Federico Pérez**.

Lugo también anunció que **El Gran Combo**, legendario conjunto musical de Borinquen, será homenajeado como "Los Reyes del Desfile 2011". Asimismo, el actor **John Leguizamo**, de padre puertorriqueño y madre colombiana, desfilará como "Embajador Mundial de Las Artes" en reconocimiento a su destacado aporte al mundo del espectáculo y su trabajo por la protección del ambiente y los recursos naturales.

"Cuando me criaba en el condado de Queens, no podía esperar cada año para acudir al Desfile Puertorriqueño. Nadie que me conoció en aquel entonces, incluso de mi escuela secundaria, me creerá que ahora voy *a formar parte* del Desfile – y que me han otorgado el título de Embajador. ¡Wepa!", dijo el actor ganador del Premio Emmy que actualmente aparece en *Ghetto Klown*, su nuevo unipersonal en Broadway.

El Desfile comenzará a las 11:00 am en la calle 44 y recorrerá la Quinta Avenida hasta la calle 79. El evento será transmitido en vivo por los canales **Fox 5/MY9** y en Puerto Rico a través de **Telemundo**.

Otros homenajeados del Desfile 2011 son:

Madrina de Civismo – **Millie Báez O'Toole** – Líder Comunitaria.

Padrino de las Artes - **Antonio Caban Vale "El Topo"** – Cantante.

Madrina de la "Edad Dorada" – **Gloria Mirabal** – Líder comunitaria y cantante.

Madrina Nacional – **Bárbara Bermudo** – Reportera.

Padrino de Puerto Rico - **Raymond Arrieta** – Comediante.

Madrina de Puerto Rico - **Tita Guerrero** – Actriz y presentadora de televisión.

Padrino Musical - **Gary Nuñez** - Plena Libre.

Madrina de la Juventud por Nueva York – **Caridad de La Luz** – Activista y actriz.

Padrino de la Juventud por Nueva York – **Speedy** – Locutor.

Padrino de la Juventud por Puerto Rico - **Victor Gonzalez** - Primer piloto puertorriqueño en NASCAR.

EmbaJador de los Deportes - **Roberto Alomar** – Integrante del Salón de la Fama.

EmbaJador Internacional - **Braulio** - Cantante y compositor (n. España).

Madrina Internacional – **Paola Cancellieri** – Presentadora de televisión (n. México).

EmbaJadora de Buena Voluntad - **Alexandra Fuentes** – Presentadora de Televisión.

EmbaJador de Buena Voluntad - **Abraham** – Cantante de música cristiana.

Invitados de Honor: **Michelle Auguste, Marijoel Durán, Ino Gómez, Alipio "Coco" Cabrera, DJ Bacán Bacán, Derek de La Hoz.**

Lugo también anunció que dos baluartes boricuas que recién fallecieron, han sido proclamados "Puertorriqueños Inmortales" en homenaje a su incalculable aportación a la historia y la vida puertorriqueña:

• **Emilio "Millito" Navarro:** El primer jugador puertorriqueño en pertenecer a la Liga Negra America y el ex-pelotero más longevo del mundo. Falleció el 30 de abril, del 2011, a los 105 años de edad, semanas después de haber sido homenajeado por el Desfile Nacional Puertorriqueño en San Juan, el pasado marzo. La estrella dejó un inspirador legado de excelencia en el deporte, la lucha por sobrepasar las barreras, y motivar a niños y jóvenes.

• **Johnny Albino:** Internacionalmente reconocido ícono del bolero. Adorado por generaciones como la voz principal de los legendarios tríos San Juan y Los Panchos. Grabó más de 300 discos y compartió el escenario con estrellas de la talla de Frank Sinatra, Sammy Davis Jr., y Nat King Cole, entre otros. Ex integrante del Ejército Estadounidense, su estilo vocal no tuvo comparación. Murió el 7 de mayo, del 2011, a los 91 años de edad.

Lugo y la Junta de Directores del Desfile recordaron a los espectadores y participantes del evento, sólo llevar banderas que no tengan símbolos. El Desfile cuenta además con un nuevo portal Internet (www.nationalpuertoricandayparade.org) con información actualizada, respuestas a las preguntas más frecuentes y las normas del Desfile. El público también puede seguir los eventos y permanecer en contacto a través de las redes **Facebook, Twitter, MySpace y YouTube**.

El Desfile Nacional Puertorriqueño también divulgó hoy su calendario de eventos culturales de antesala al Desfile. Esto incluye al **Banquete de Homenaje al Liderato en la Educación** (19 de mayo), el **Certamen Cultural Miss Puerto Rico NPRDP** (28 de mayo), el **Festival de la Calle 152** (4 de junio), la **Misa Anual en la Catedral de San Patricio** (5 de junio), el **Banquete Anual del Desfile y El Baile del Pueblo** amenizado por **Plena Libre** y el salsero **Michael Stuart** (10 de junio) y **Los Juegos Boricuas** (un día de torneos deportivos para toda la familia dedicado este año a la memoria de Emilio "Millito" Navarro - el 11 de junio), entre otras actividades.

En la rueda de prensa realizada en la mañana, Lugo presentó un saludo especial a dos de los más antiguos socios patrocinadores del Desfile Nacional Puertorriqueño: American Airlines, en conmemoración a su 40 aniversario de servicio a Puerto Rico, y Banco Popular, en conmemoración al 50 aniversario de su inicio de operaciones en Nueva York.

Para el calendario completo de eventos y/o más información sobre el **Desfile Nacional Puertorriqueño**, el público puede visitar www.nationalpuertoricandayparade.org o llamar al 718-401-0404.

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**LISTINGS ADVISORY
FOR RELEASE: IMMEDIATE**

Contact: Javier E. Gómez / 917-533-1247 / javiergomeznyc@gmail.com

NATIONAL PUERTO RICAN DAY PARADE 2011

SPECIAL EVENTS & PARADE

MAY/JUNE, 2011

DATE: Tuesday, May 10, 2011
6:00 PM

EVENT: **2011 Scholarship Awards Reception**

DESCRIPTION: The National Puerto Rican Day Parade, Inc. distributes scholarships to over 20 high school and college students, and hosts its annual celebration of education achievement and excellence.

VENUE: The Art Gallery at Hostos Community College
Grand Concourse at E. 149th Street
Bronx, NY

ADMISSION: FREE

DATE: Thursday, May 19, 2011
6:00 PM

EVENT: **2011 Educational/Leadership Project Banquet**

DESCRIPTION: The National Puerto Rican Day Parade, Inc. honors education and community leaders, whose remarkable contributions have changed and empowered many people's lives.

VENUE: Villa Barone Manor
737 Throgs Neck Expressway
Bronx, NY

ADMISSION: \$125 (going toward the NRPDP Scholarship Fund)
Reservation Required

DATE: Saturday, May 28, 2011
3:00 PM

EVENT: **Miss Puerto Rico NRPDP Cultural Pageant**

DESCRIPTION: The annual pageant hosted by the National Puerto Rican Day Parade, Inc., promoting cultural pride, self-confidence, self-esteem and education for young women of Puerto Rican descent.

VENUE: MS 172
81-14 257TH Street
Floral Park, NY 11004

ADMISSION: \$25
Reservation Required

DATE: Saturday, June 4, 2011
10:00 AM - 6:00 PM
EVENT: **152nd Street Cultural Festival**
DESCRIPTION: Celebrate Puerto Rican Culture with this exciting outdoor, all-day festival featuring live music entertainment, ethnic food, arts & crafts, and family-fun activities.
VENUE: East 152nd Street
Between Jackson and Union Avenues
Bronx, NY
ADMISSION: FREE

DATE: Sunday, June 5, 2011
4:00 PM
EVENT: **Annual Mass**
DESCRIPTION: Edward Cardinal Egan, Archbishop Emeritus of New York, officiates the traditional Catholic Mass marking the start of "National Puerto Rican Day Parade Week in New York".
VENUE: St. Patrick's Cathedral
Fifth Avenue at East 50th Street
Manhattan
ADMISSION: OPEN / RELIGIOUS CEREMONY

DATE: Wednesday, June 8, 2011
1:30 PM
EVENT: **The Golden Age "Fiesta"**
DESCRIPTION: The National Puerto Rican Day Parade, Inc.'s annual cultural *fiesta* for seniors, featuring live entertainment and cultural activities.
VENUE: Manhattan Valley Senior Citizen Center
135 West 106th Street
Manhattan
ADMISSION: FREE

DATE: Wednesday, June 8, 2011
6:00 PM
EVENT: **Celebrating the Natural Beauty of Puerto Rico: In Photos and Poems**

DESCRIPTION: The National Puerto Rican Day Parade, Inc. and the Sierra Club of Puerto Rico, sponsor this photo exhibit by Melissa Cortés, Emilio Font, and José “Cano” Menéndez, featuring poems by Eric Landrón and Raulo Colón.

VENUE: Newyoricans Poets Café
236 E. 3rd Street (Bet. Avenues B & C)
New York, NY 10009

ADMISSION: \$10 at the door.

DATE: Friday, June 10, 2011
7:00 PM

EVENT: **Annual Gala Banquet**

DESCRIPTION: Join the 2011 National Puerto Rican Day Parade honorees for a glamorous night of luminaries, entertainment, and speeches celebrating Puerto Rican pride, culture, and empowerment.

VENUE: New York Marriott Marquis
1535 Broadway (between 45th & 46th Streets)
Manhattan

ADMISSION: \$300 (going toward the NRPDP Scholarship Fund and other community programs). Reservation and Black Attire required.

DATE: Friday, June 10, 2011
11:00pm

EVENT: **Baile del Pueblo (Official Parade Eve Dance)**

DESCRIPTION: Salsa sensation **Michael Stuart** and Puerto Rican *Bomba & Plena* music ensemble **Plena Libre**, headline the National Puerto Rican Day Parade Inc.’s annual signature concert and dance.

VENUE: New York Marriott Marquis
1535 Broadway (between 45th & 46th Streets)
Manhattan

ADMISSION: \$30

DATE: Saturday, June 11, 2011
9:00 AM – 5:00 PM

EVENT: **Juegos Boricuas Festival & Domino Tournament**

DESCRIPTION: It's Sports, Family and Recreation Day at the National Puerto Rican Day Parade! Chill-out the day-before the Parade, with this outdoor family festival featuring live music entertainment, sports tournaments (including Domino, Baseball, Tai chi, and other disciplines), ethnic foods, arts & crafts, and lots of family activities focused on sports, well being, and culture. Dedicated to the memory of Emilio “Millito” Navarro.

VENUE: Roberto Clemente State Park
West Tremont Avenue and Mattewson Road
Bronx, NY

ADMISSION: FREE

DATE: Saturday, June 11, 2011
6:30 PM

EVENT: **A Night of Pride and Celebration/Caborrojeños Ausentes**

DESCRIPTION: Presentation of the Autobiography written by former NYC Council Member and Educator Federico Pérez, recipient of the Lifetime Achievement Award at the 2011 National Puerto Rican Day Parade. Hosted by The Diversity Foundation, and National Puerto Rican Day Parade, Inc.

VENUE: Church of Scientology
226 West 46th Street
Between Broadway and 8th Avenue
New York, NY

ADMISSION: FREE

DATE: Sunday, June 12, 2011
11:00am

EVENT: **National Puerto Rican Day Parade 2011**

DESCRIPTION: 16th Annual National Puerto Rican Day Parade (54th Puerto Rican Day Parade in New York). One of the largest parades in the nation, with over 2 million spectators, dedicated to the Puerto Rican hometowns of **Cabo Rojo** and **Patillas**, and the State of **California**. Marching honorees include Actor **John Leguizamo**, Puerto Rican folk singer **Antonio Cabán Vale “El Topo,”** Baseball Hall of Famer **Roberto Alomar**, and former NYC Councilman **Federico Pérez**, among many others.

VENUE: Fifth Avenue
(from E. 44th Street to E. 86 St.)
Manhattan

ADMISSION: FREE

For the entire calendar of NPRDP 2011 events, tickets for events that require admission fee, reservations, and/or more information, the public can call 718-401-0404 or visit www.nationalpuertoricandayparade.org. Event calendar is subject to change without prior notice.

National Puerto Rican Day Parade, Inc.

Organization History

The National Puerto Rican Day Parade (NPRDP) takes place annually along Fifth Avenue in Manhattan, on the second Sunday in June, in honor of the nearly 4 million inhabitants of Puerto Rico and nearly 4 million people of Puerto Rican birth or heritage residing in the United States.

Originally, the *Desfile Puertorriqueño, Inc.*, was born of the imperative necessity of translating Puerto Rican achievements into a visible demonstration of the dynamism of the Puerto Rican community, in order to achieve Puerto Rican unification and support all the other Spanish-speaking people. The first parade was held on Sunday, April 13, 1958, in Spanish Harlem, “El Barrio”. The second parade was held for the first time along Fifth Avenue in New York City. (In 1980 was incorporated the *New York Puerto Rican Parade, Inc.*, a successor of the *Desfile Puertorriqueño, Inc.*) The *National Puerto Rican Day Parade, Inc.*, a 501(c)3 organization, is a successor of the *New York Puerto Rican Parade, Inc.* it was incorporated and founded by Dr. Ramón S. Vélez and other members in 1995. Founding members still active in the organization are Madelyn Lugo and María Román Dumén. This new organizational structure not only expanded the scale of the parade itself, but enhanced its ability to promote cultural awareness, education, leadership and community engagement among Puerto Ricans throughout the nation.

Annually, the NPRDP hosts over fifteen major events throughout the City including, but not limited to, educational banquets, scholarship receptions, music festivals, health walkathons, Miss Puerto Rico – cultural pageant, Boricua Games “Juegos Boricuas”, and our “Golden Age Fiesta” for seniors.

In 2007, for the 50th Anniversary, more than 100,000 participants marched and nearly three million spectators lined the parade route. The parade continues to attract prominent leaders in the Puerto Rican community from celebrities like Ricky Martin and Jennifer Lopez to Geraldo Rivera and Rosie Perez just to name a few.

The parade marches along Fifth Avenue from 44th Street to 79th Street and has grown to become the largest demonstration of ethnic pride in the United States. The parade is a cultural icon and a permanent fixture of the Puerto Rican diaspora.

Mission

The NPRDP was established to create national awareness of Puerto Rican contributions to culture and the Puerto Rican community’s socioeconomic impact in the United States.

The organization seeks to empower the Puerto Rican community through promoting economic development, education, social advancement and culture. We must emphasize the achievements made by thousands of Puerto Ricans in business, government, and industry to inspire youth, and instill a strong sense of self worth and pride in the Puerto Rican community.