

April, 12 2011

New York's 5th Avenue will play part in history and splendor with the celebration of the National Puerto Rican Day Parade.

Bayamon, Puerto Rico – At the press conference held at Goya of Puerto Rico, Madelyn Lugo, President of the Board of Directors of the National Puerto Rican Day Parade, Inc.; made reference to the names of outstanding personalities and businesses that will march on 5th Avenue in New York City, Sunday, June 12, 2011 at the famous Puerto Rican Day Parade.

Before the distinguished guests, the President Madelyn Lugo, announced: *“This year the excellence of the Puerto Rican business world will be distinguishly represented by two excellent figures, that without a doubt will elevate the name of Puerto Rico and make us proud. I am referring to this years Grand Marshals, being part of the Goya family, Mr. Carlos Unanue, President Goya Puerto Rico, and Mr. Roberto Unanue, President Goya Foods in the US”.*

Both Mr. Carlos Unanue, as well as Mr. Roberto Unanue, expressed their gratitude for being named Grand Marshals, since in 1986, Mr. Frank Unanue (R.I.P.) and Mr. Joseph Unanue were also Marshals of the parade, being the first time in the parades history, where two Grand Marshals were named. For which they feel very proud and Lugo cited: *“History repeats itself with a new generation of the prestigious Unanue family”.* Ms. Lugo continued with the announcement of the theme of the parade which is The Natural Beauty of Puerto Rico, and added: *“The National Puerto Rican Day Parade has established counterparts with the Puerto Rico Conservation Trust and the local Sierra Club, whom educates the Puerto Rican community in the United States about the ecological riches of the island and the importance of protecting and conserving it for future generations.”*

Atty. Fernando Lloveras, Executive Director Puerto Rico's Conservation Trust, added: *“The Puerto Rico Conservation Trust is truly excited to be able to form part of this event. The National Puerto Rican Day Parade constitutes the ideal platform to disperse the message of conservation to the millions of Puerto Ricans, who even though do not live in Puerto Rico, often times visit the Island to enjoy the natural beauties the island has to offer. This joint venture will permit to educate in a massive way all Puerto Ricans about the extraordinary ecological diversity of our island and the importance to value and protect it”.*

In conjunction with the Puerto Rico Conservation Trust, Mr. Michael Brune, Executive Director of the Sierra Club, stated: *“It is an honor for the Sierra Club to celebrate the natural beauty of Puerto Rico with the National Puerto Rican Day Parade. This beauty is part of the essence of the islands' enchantment that the parade celebrates each year in New York City. In fact, I am enjoying the islands natural beauty with our local chapter, visiting El Yunque, the Island of Culebra and the beaches of Luquillo and Fajardo to see the endangered leatherbacks, worlds largest marine turtle nest. We invite all of our*

puertorrican friends to take advantage of the excursions we offer, not just on the island but also in each of the United States. Together we can explore, enjoy and protect the environment which sustains us”.

Additional announcements made by Ms. Lugo, and which were fondly accepted, was the nomination of El Gran Combo as Kings of the Parade, and a well deserved recognition to famous baseball player, Roberto Alomar. For whom will be part as well at the Boricuas Game to be held on Saturday, June 11 at the Roberto Clemente State Park in the Bronx. The Boricuas Game and the music festival offer an ideal platform for the gathering of friends and families. *“There will be sport competitions of baseball, volleyball, basketball, tae kwon do, karate, boxing and a dominoes tournament commencing at 10:00am, where Roberto Alomar will assist, and where he will be rendered tribute. For the music lovers; after twelve noon in the same park, the music festival will commence with various music legends, such as, Abraham, etc.”.*

For more information regarding this press release, please call 787-278-0395, Sra. Vivian Aviles.