



THE GREAT ONE

#WE
ARE21

2022 CAMPAIGN

PUERTO RICO • NEW YORK
SEPTEMBER- DECEMBER 2022



RECAP

#WeAre21 Traveling Exhibit

GUAYNABO ELEMENTS



#WeAre21 Traveling Exhibit

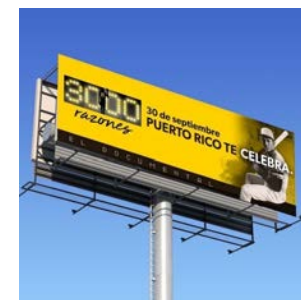
SAN JUAN ELEMENTS



Documentary VIP Premiere

3000 RAZONES

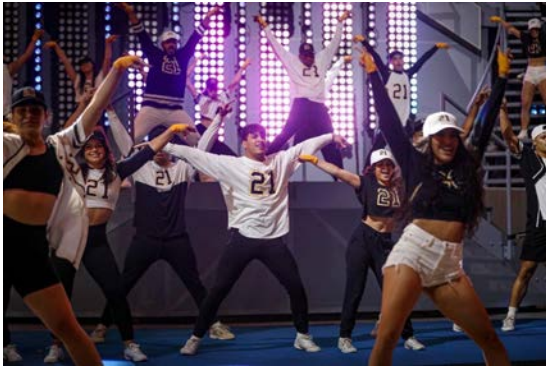
PRDCA commissioned Play Media Group to produce a new documentary, "3000 Razones," which premiered September 30th to celebrate the Great One's achievement of reaching the milestone of 3000 hits and being the first Latino to be Inducted into the National Baseball Hall of Fame. It features interviews of many of the personalities in the life of Roberto Clemente. The documentary premiered at the Coca Cola Theater in El Distrito on September 30th, with Rums of Puerto Rico as the Spirits sponsor. After the premiere, the documentary aired locally in Puerto Rico on Telemundo PR and will soon broadcast in mainland US in late November/early December. The DRD is planning to take the documentary to ballparks throughout the island and present it to youth baseball leagues throughout the island, to inspire and educate future generations by increasing the awareness of the life and accomplishments of "The Great One."



Documentary VIP Premiere

3000 RAZONES





El Distrito

FLASHMOB ACTIVATIONS

This was presented as a promotional countdown to the September 30th "3000 Razones" premiere at El Distrito, featuring dancers and special appearances by Clemente impersonator Brian Diaz. The Flashmob performances were held on ten separate occasions.

New York Daily News / Viva

CLEMENTE SUPPLEMENT



This supplement was distributed in the NY Daily News on September 9 (both in print and digital), showcasing a custom artwork by Pablo Marcano created for We Are 21. The supplement appeared in the newly relaunched Viva Magazine. It features exclusive photographs from the NY Daily News archives, as well as an article regarding the life & times of Roberto Clemente by the NYDN Editor in Chief Robert Dominguez. Full-page advertisements appeared in the supplement for Discover Puerto Rico, Rums of Puerto Rico, and Banco Popular. And the Marcano Artwork was distributed as the Centerfold of the paper to over 500,000 readers.

Summary:

Total impressions - 927,962

Print impressions - 708,506

Digital Replica impressions - 219,456

Digital Impressions delivered: 300,099

LARGER THAN LIFE



NYC, MLB celebrate legacy of baseball immortal Roberto Clemente on 50th anniversary of his untimely death

BY PETER SBLENDORIO
NEW YORK DAILY NEWS

It didn't take 3,000 hits to cement Roberto Clemente's legacy as a baseball icon.

The groundbreaking Hall of Famer's tireless efforts as a humanitarian and activist off the field were just as prolific as his dominance on it, and his impact remains bigger than ever 50 years after his untimely death.

Events honoring the former Pittsburgh Pirates outfielder are taking place throughout September in New York and his native Puerto Rico, while MLB players and coaches get the chance to wear his No. 21 on Sept. 15 for the league's annual Roberto Clemente Day.

"He was a complete human being," says Mariela Vallines, the executive director of the Puerto Rico Convention District Authority, which organized Clemente

celebrations throughout the island.

"He was a great father. He was a great husband. He was a great player. He was a great humanitarian. At the end of the day, that's what Puerto Ricans aspire to be — just a great human being."

Clemente died at age 38 on Dec. 31, 1972, in a plane crash on his way to deliver aid packages to Nicaragua following a devastating earthquake in the country's capital of Managua.

His death occurred just three months after he recorded the 3,000th and final hit of his career in a game in Pittsburgh against the Mets, making him the 11th player to reach the milestone.

The Mets host the Pirates this year on Roberto Clemente Day, with Puerto Rican artist José Feliciano set to sing the National Anthem at Citi Field.

A domino tournament using handmade, limited-edition

domino sets featuring No. 21 will take place before the game at Terrace on the Park in Queens. A hundred participants are expected to compete from 1-4 p.m. in the event billed as the #WeAre21 VIP Domino Tournament.

"We are a family," Manuel Oquendo, president of the non-profit Dominoussa, told Viva. "We are 21. Everyone is No. 21 on that day."

A painting of Clemente by Puerto Rican artist Pablo Marciano Garcia will appear in New York City subway stations this month and is also included as a poster in the latest edition of Viva. The painting shows Clemente surrounded by butterflies to represent his "transformation" and fish to pay homage to his coastal hometown of Carolina, Puerto Rico, Marciano Garcia told Viva.

"Always, he was trying to be better, but he becomes a symbol of humanity, of love to the

neighbor," Marciano Garcia said. "He proved that when you put the best of you, you can transform and reach your goals."

Festivities in Puerto Rico are already underway, with an exhibit at the Puerto Rican Convention Center displaying items from Clemente's career through Oct. 15. A 20-foot-by-20-foot painting of Clemente will be inaugurated at the convention center this month and will be permanently displayed there.

A light show depicting key moments from Clemente's career will take place at the governor's mansion in San Juan every night from Sept. 15-30, while a viewing party for the documentary "3,000 Reasons" is scheduled for Sept. 30. Local TV stations will also air Clemente-related content on Sept. 30 at the exact time he picked up his 3,000th hit on that day five decades ago.

"As governor of Puerto Rico, I

am honored to applaud Roberto Clemente's legacy, 50 years after he became the first Hispanic with 3,000 hits as a member of the Pittsburgh Pirates," Puerto Rico Governor Pedro Pierluisi told Viva.

"He embodied Puerto Rican pride, and if his success on the baseball diamond was exceptional, it was his character and service towards those less fortunate that best describe the man he was."

"Roberto Clemente paved the way for many Puerto Ricans in Major League Baseball, he set an example in the sport for many to follow, and his name continues to inspire the same pride today that it did that great day in September of 1972," Pierluisi added.

"His name is synonymous with excellence in sports and social responsibility in life. Clemente lived and played like a champion, and died as a hero. Our hero."

(Continued on page 6)

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EACH DAY
WITH
GRATITUDE.

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Boricua

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In Puerto Rico, we call ourselves Boricua (boh-ree-kwah). A unique name honoring our Island heritage and the vibrant spirit of our people. When you bask in the warmth of our beaches, you'll find that spirit in yourself. You'll realize, like we do, that every moment is worth living to its fullest. Book your trip today.
DiscoverPuertoRico.com/LiveBoricua

BASEBALL BRILLIANCE

Roberto Clemente, aka 'The Great One,' was a five-tool star like no other

One of the greatest players to ever grace a baseball diamond, Roberto Clemente manned right field for 18 seasons with the Pittsburgh Pirates from 1955 to 1972. A 15-time All-Star with 3,000 career hits and a lifetime average of .317, he won four batting titles and 12 Gold Glove awards, was the National League's Most Valuable Player in 1966 and World Series MVP in 1971. The Puerto Rico native was baseball's first Latino regular season MVP and World Series MVP — and the first to be inducted into the Hall of Fame. Here's a look at his career highlights:



Clemente is presented with silver bat for 1965 winning batting title by NL President Warren Giles. Above, umpire Doug Harvey hands Clemente ball from his 3,000th hit on Sept. 30, 1972.



Aug. 18, 1934: Roberto Clemente y Walker (his mother's surname) is born in Carolina, Puerto Rico.

1954: Brooklyn Dodgers sign Clemente as amateur free agent for \$10,000.

April 17, 1955: Makes MLB debut with the Pirates, wearing number 13.

1961: Wins first batting title with .351 average, also has 27 outfield assists and wins first of 12 straight Gold Glove awards.

Nov. 14, 1964: Marries Vera Cristina Zabala in San Juan, Puerto Rico. They will have three boys: Roberto Jr., Luis Roberto and Enrique Roberto.

1952: Signs with Santurce Crabbers of the Puerto Rican winter league at age 17.

Nov. 22, 1954: Pittsburgh Pirates choose Clemente in Rule 5 draft.

1960: Pirates win the World Series against the heavily favored Yankees.

1964: Wins second NL batting title, hitting .339.

1965: Wins third batting title with a .329 average.

1966: Wins NL Most Valuable Player award with .317 with 29 home runs, 119 RBI and .317 average.

Oct. 17, 1971: Named World Series MVP after Pirates beat powerhouse Baltimore Orioles in seven games.

Dec. 31, 1972: Dies at age 38 in plane crash along with four others while on humanitarian mission to aid earthquake victims in Nicaragua.

Sep. 2, 1966: Gets 2,000th hit, a three-run homer against future Hall of Famer Ferguson Jenkins of the Chicago Cubs.

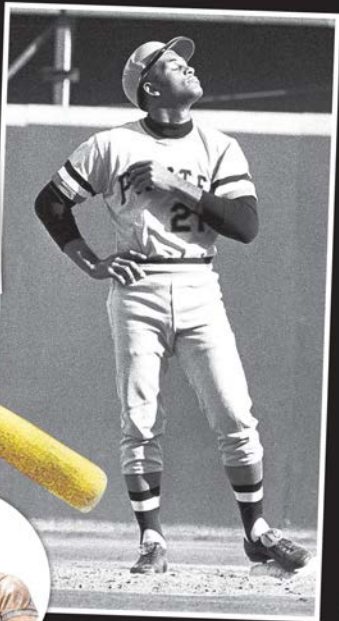
1967: Wins fourth batting title with .357 average.

Sep. 30, 1972: Doubles against the Mets' Jon Matlack in last game of the season for his 3,000th career hit, becoming first Latino player and only 11th player to reach the magic milestone.

Aug. 6, 1973: Inducted into Baseball Hall of Fame after mandatory five-year waiting period is waived, becoming first Latino player to be enshrined.



Clemente plays in the 1971 World Series against the Baltimore Orioles. He was named series MVP.



Goya Foods unveiled life-size statue of Clemente at Roberto Clemente State Park in the Bronx in 2013. Above, Clemente poses proudly after hit in 1972 NLCS.



Clemente legend lives on



(Continued from page 2)
 Clemente began his professional baseball career in Puerto Rico, debuting with Cangrejeros de Santurce as an 18-year-old in 1952. He made his MLB debut in 1955 with the Pirates and spent each of his 18 seasons with the team.
 Although he didn't boast the prodigious power of Hank Aaron or Willie Mays, Clemente quickly established himself as one of his era's best all-around players — a rare five-tool talent who impacted games with his hitting, defense and speed.
 Clemente was a four-time National League batting champion, a 15-time All-Star, a 12-time Gold Glove winner and the National League's Most Valuable Player in 1966, making him the first player from the Caribbean and Latin America to win the honor. He batted over .300 during 15 of his seasons, and led the Pirates to World Series championships in 1960 and 1971.
 His arrival came just eight years after Jackie Robinson became the MLB's first Black player. The Jim Crow Laws that demanded racial segregation were still in place when he debuted. Clemente, who was Afro-Latino, championed the push for

inclusion.
 The National Baseball Hall of Fame inducted Clemente in 1973, shortly after his death, making him the first inductee from the Caribbean and Latin America. Players aren't eligible for enshrinement until five years after retiring, but the Hall changed its rule for Clemente to allow posthumous inaugurations after six months.
 The Pirates retired Clemente's No. 21 in 1973. A public campaign for Clemente's number to be permanently retired throughout the MLB — like Robinson's No. 42 — was in 1997 — continues to gain supporters.
 MLB Commissioner Rob Manfred downplayed the possibility of a league-wide number retirement in 2016, pointing instead to the existence of the annual Roberto Clemente Award, which recognizes a player's contributions to his sport and community.
 Clemente's legacy "transcends generations," Vallines says.
 "He's just a legend," she told Viva. "No matter how you analyze it, no matter how you see his career and the person that he was, there's just no way for you not to admire him, and not to want to grab whatever great attributes he had and make them your own."



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 MUSIC, THERE'S
 A REASON
 TO DANCE.

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Boricua [boh-ree-kwah] is more than a word to identify a person from Puerto Rico. It's a way of life that is about embracing every moment with passion and joy. That means you never know when a party might break out — so if one does, you better be ready to join. Book your trip today. DiscoverPuertoRico.com/LiveBoricua





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FIESTA TIME



Hispanic Heritage Month events light up NYC into October

BY MURI ASSUNÇÃO
NEW YORK DAILY NEWS

For over 50 years, families whose ancestors arrived in the U.S. from Mexico, the Caribbean, Central and South America have celebrated their history and contributions to North American heritage: every autumn during Hispanic Heritage Month.

Initially known as Hispanic Heritage Week, after President Lyndon Johnson signed it into law in 1968, the celebration expanded to cover a 30-day period, from Sept. 15 to Oct. 15, 20 years later.

The kick-off date is especially significant for the 61 million Hispanics living across the U.S. — 18% of the country's population — as it coincides with Independence Day celebrations for Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. Additionally, Mexico and Chile celebrate their independence

days on Sept. 16 and Sept. 18, respectively.

While *El Mes de la Herencia Hispana* has become a time for the entire country to honor the rich and diverse cultures of Latin American people now seamlessly woven into the fabric of U.S. culture, celebrations in New York City — home to the largest Latino population of any American city, with nearly 2.5 million of its total 8.8 million inhabitants — are considered bigger, bolder, and better than others. Especially with the return on Oct. 9 of the Hispanic Day Parade on Fifth Ave.

ARTS, THEATER, MUSIC

American Dream

Sept. 8 through 24 — Teatro LATEA, 107 Suffolk St., Manhattan. Teatro LATEA (Latin American Theater Experiment Associates) is celebrating Hispanic Heritage Week with the premiere of "American Dream," a dark comedy that follows

Juan, a Chilean artist who has to confront characters from his past and present in a dream as he immigrates to the U.S. and faces his fears about being a queer immigrant. The play is the theater's first full production since the beginning of the pandemic.

Las Flores de mi País (Flowers of my Country)

Sept. 15 through Nov. 10 — Arsenal Gallery, 64th St. and Fifth Ave. inside Central Park. For its first gallery exhibition, NYC Parks' Latino Society held an open call and invited artists to submit work that explored "their interpretation of Latinx culture using imagery of native flora from countries or territories of their choice." The result was a group show with more than 20 artists who used botanicals as inspiration to reflect their culture or traditions. The exhibition is free and open to the public.

Afro-Latinidad
Saturday, Oct. 1, 1 - 6:30 p.m.

— Casita Maria Center for Arts — 928 Simpson St., Bronx. South Bronx's long-running beloved nonprofit, which has served the community since 1934, works to enrich and uplift youth through cultural, art, and educational experiences and programs. This year, la casita is joining forces with the music-based Ori-Gen collective to celebrate Heritage Month with an afternoon of Afro-Latinidad. The one-day festival will feature artists from Cuba, Honduras, Colombia and Venezuela.

The Harlem Chamber Players present A Latinx Heritage Month Celebration

Saturday, Oct. 8, 7 - 9 p.m. — Broadway Presbyterian Church, 601 W. 114th St., Manhattan. New York City's Harlem Chamber Players is an ethnically diverse collective of professional musicians who are dedicated to bringing affordable, accessible live classical music to the Harlem

community and beyond. The acclaimed ensemble is celebrating Hispanic Heritage month by performing pieces by composers from Venezuela, the U.S., and Puerto Rico.

COOKING, EATING, DRINKING

La Cocina de Loisaida

Thursday, Sept. 15, 6:30 - 8 p.m. — Essex Market, 88 Essex St. Celebrate Hispanic Heritage by cooking — and eating — some of Puerto Rico's most traditional dishes. Long-time LES resident and chef Maria Bido will share authentic Puerto Rican recipes and cooking techniques to kick off the month of festivities. After a 90-minute class, participants will learn how to cook — and savor — some of the archipelago's favorite flavors, including arroz con gandules (rice with pigeon peas) and pernil and yuca con mojo de ajo y cebollas (roasted pork with yuca in a garlic and onion sauce.)

(Continued on page 12)

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Rums of Puerto Rico is a program of the Puerto Rico Department of Economic Development and Commerce.



Hispanic Heritage Month in NYC

(Continued from page 10)

OUT AND ABOUT

A La Calle Block Party
Sunday, Oct. 2, noon - 4 p.m. - 89th St. between Amsterdam and Columbus Aves., Manhattan. For over 50 years, the world-renowned Ballet Hispánico has celebrated the diversity of the Latino culture through dance performances, education programs and social advocacy. On Oct. 2, its annual block party will feature performances from Ballet Hispánico's Pa'lante Scholars and students from the School of Dance, as well as free dance classes, live music, and food from local vendors. This year, several dance companies have been invited as guest performers, including Flamenco Vivo, Bombazo Dance Company and Calpulli Mexican Dance Company.

Panamanian Parade

Saturday, Oct. 8, noon, President St. and Classon Ave., Brooklyn. The world's largest Panamanian parade outside the Republic of Panama celebrates and honors the leaders, educators, artists, and celebrities who have left a cultural footprint in the U.S. A street fair, which normally attracts over 30,000 people, features art,

music, as well as Panamanian, Caribbean, and Latin American food specialties.

Fiestas Patrias, a Chilean Independence Day celebration

Sunday, Sept. 18, 12-2 p.m. - South Street Seaport Museum, 12 Fulton St., Manhattan. Hop aboard the 1885-built tall ship Wavertree in honor of Chilean Independence Day. The Wavertree spent over 25 years in Punta Arenas, Chile after she was caught in a Cape Horn storm that tore down her masts and ended her career as a cargo ship in 1910. Originally used to carry jute between eastern India and Scotland, the iron-hulled sailing ship is now part of the South Street Seaport Museum. The free celebration will include flag raising and traditional Chilean food, dance, and music.

READING, LISTENING, LEARNING

Latinx Voices in Poetry

Tuesday, Sept. 20, 6:30-7:30 p.m. - New York Public Library, Stephen A. Schwarzman Building, 476 Fifth Ave., Manhattan. An evening of poetry and conversation featuring an all-star panel of Latinx poets will bring the Heritage celebrations to the New

York Public Library. Co-presented by Latinx in Publishing, a network of book professionals committed to promoting literature by, for, and about Latinx people, the event will feature the best-selling author Rio Cortez ("The ABCs of Black History"); Panamanian-American writer, performer, and educator Darrel Alejandro Holmes; award-winning Guatemalan (Guatemalan-Colombian) American poet and screenwriter Melissa Lozada-Oliva; and the acclaimed author of "Losing Miami," Gabriel Ojeda-Sagué. **Diálogos at Stonewall: Intersectionality of LGBTQ and Latinx culture in dance and social justice**

Thursday, Sept. 22, 5:30 p.m. - The Stonewall Inn, 53 Christopher St., Manhattan. Since 2016, Ballet Hispánico has engaged in conversations exploring the interconnections of the arts, social justice, and Latinx culture with its Diálogos (Diálogos) series. For its upcoming panel discussion, the organization partnered with the LGBTQ homeless youth nonprofit The Ali Forney Center and the Stonewall Initiative to discuss "Reimagining Heteronormativity in Dance." The event will feature Ballet Hispánico's artistic director

and CEO Eduardo Vilaro, the first Latinx winner of the Tony Award for best choreography Sergio Trujillo; dancer, activist and "Pose" star Angelica Torres; and others. Doors open at 5:30 p.m., panel starts at 6:30 p.m.

KIDS' ZONE

DIY Maracas!

Thursday, Sept. 15 - Mott Haven Library, 321 E. 140th St., Bronx. Arguably one of the most recognizable sounds in Latin percussion comes from the maracas. These oval-shaped rattles, which are traditionally made of dried gourds with seeds or pebbles inside them, can also be made from a number of products including plastic, wood, and steel. On Sept. 15, pre-schoolers and kids ages 5-12 will be able to build their own and bring the fiesta home. Extremely limited availability.

Kahoot! Hispanic Heritage Month

Friday, Sept. 16, 4-5 p.m. - Bronx Library Center, 310 East Kingsbridge Rd., Bronx. Teens and young adults, ages 13 to 18, are invited to test their knowledge of Hispanic culture, literature, innovation, and discovery by playing games on the popular online learning platform.

Latinos want to see more diversity in the media

When it comes to Latino representation in the media, Hollywood has a long way to go.

That's according to a recent survey that polled 1,000 Latinos and 1,000 non-Latinos.

Although 77% feel "some" progress has been made in television than in films (67%), three in five still think there aren't enough Latino actors and actresses on screen.

In fact, three in four Latinos believe their culture is often

stereotyped in the media.

Further, both groups recognize that Latinos are often cast in derogatory roles that reflect negatively on the culture, such as criminal/cartel members who speak broken English (49%), restaurant workers (48%) or gang members (42%).

"While we're encouraged by incredible achievements among Latinos - most recently with the huge success of multi-award-winning artist Bad Bunny and Ariana DeBose

and 'Encanto' winning Oscars - there's still much work to be done," said Jaime Dávila, president and co-founder of Campanario Entertainment. "We believe that visibility on both sides of the camera and diverse content can help bridge this gap."

Still, with recent controversy surrounding the casting of actor James Franco as Cuban dictator Fidel Castro in the upcoming film "Alina of Cuba," it's no surprise that nearly half

of Latinos feel non-Latino actors/actresses should never portray Latino characters on screen.

Overall, 72% of Latino respondents are hopeful Hollywood will include more diverse actors/actresses in future TV shows or films.

The survey released in July was conducted by OnePoll on behalf of Campanario Entertainment and the National Hispanic Media Coalition.

Viva Staff





New York Digital Subway ART EXHIBIT

Pablo Marcano's original art creation featuring Roberto Clemente, "TRANSFIGURACIÓN: Peces y Mariposas," was presented in a Special Subway Exhibit via digital displays in the New York Subway system through October 29, 2022. The digital art exhibit appeared in digital display boxes along the #4 and the D train line, leading up to Yankee Stadium. Those traveling the subway to visit the Tourist destination, Yankee Stadium, were treated to this special customized artwork.

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DOUBLE SIX - TEAM PLAY
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- Domino Tournament Entry Fee
- Field Level Ticket to the Mets vs. Pirates Game
- Commemorative T-Shirt
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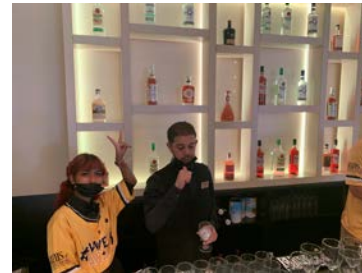
For further info and to Register, please call
Maggie Cruz: 407-252-2689 | maggie.cruz@dominousa.org

DominoUSA's #WeAre21 VIP DOMINO TOURNAMENT

Prior to the Mets vs Pirates game on Clemente Day, adjacent to Citifield at Terrace on the Park, DominoUSA hosted a VIP #WeAre21 Domino Tournament, which was limited to 100 players. Players who received entry into the tournament, field level tickets to the Mets vs Pirates game, a commemorative jersey, and an official poster. The winners received custom #WeAre21 Tabletops. Custom #WeAre21 Domino sets were created.

Rums of Puerto Rico was the presenting sponsor of the event, and they presented a full bar with all of the various Rum brands of Puerto Rico.

DominoUSA's VIP #WeAre21 DOMINO TOURNAMENT

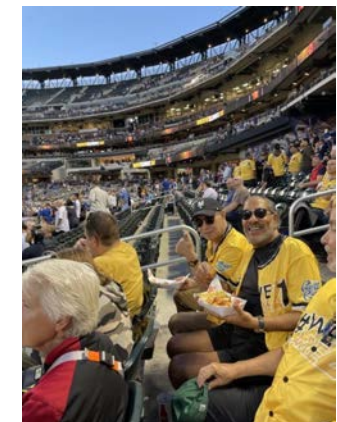
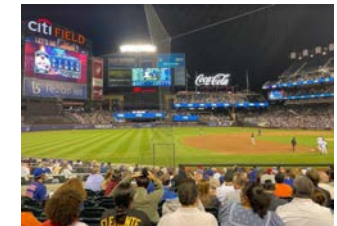
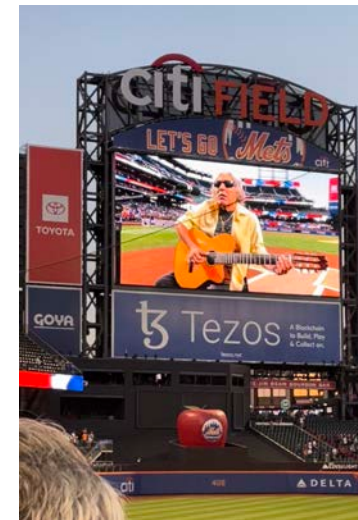


Mets / CitiField

STADIUM + CLEMENTE DAY SPONSORSHIP

PRCDA sponsored CitiField on September 15 (Clemente Day) during the NY Mets vs Pittsburgh Pirates game with in-stadium signage. Rums of Puerto Rico was the exclusive spirit at the VIP suites (2).

Additionally, Discover Puerto Rico and Rums of Puerto Rico ran a three (3) week campaign displaying 30 second spots on the stadium flat-screen TV's. Discover Puerto Rico also benefited from the LED signage.



#WeAre21 Commemorative MERCHANDISE DONATIONS

Shop #WeAre21

#WeAre21 Collection
Player Jersey

#WeAre21 Tournament
Domino Set

Exclusive Official #WeAre21
Poster Print

The Official Puerto Rico
Museum Exhibit Decal

Official #WeAre21
T-Shirt

#WeAre21 Domino Tabletop
Game Board (24" x 24")

Pablo Marciano Signed Serigrafia
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#WeAre21
The Great One Decal

FREE SHIPPING!

A portion of the proceeds will benefit
The Departamento de Recreación y Deportes de Puerto Rico
and the Artist, Pablo Marciano

As part of the campaign, a limited series of special edition #WeAre21 commemorative products were created. **A portion of the proceeds from the sale of these items will go to benefit the DRD and the artist, Pablo Marciano.** Currently, fans may purchase custom #WeAre21 dominos, domino board inserts, jerseys, t-shirts, posters, and decals. Additionally, special edition products will also be released, starting off with 300 “serigrafia” prints hand-numbered by the artist, Pablo Marciano. Items may now be purchased at weare21exhibit.com/shop and include free shipping.