



PRBR
Puerto Rican Business
Roundtable

www.puertoricanroundtable.com

CONTACT: PRBR

President/Frank Nieves 954-559-5355

Puerto Rican/ Hispanic Chamber of Broward County

President/Santos Arroyo 561-889-6527

Puerto Rican Hispanic Chamber Palm Beach County

President /CEO Elizabeth Cuevas-Neunder

Puerto Rican Chamber Sarasota/ Manatee Counties

President /CEO Ani Rivera 863-838-2084

Puerto Rican Chamber of Polk County

FOR IMMEDIATE RELEASE:

7/13/2009

Images and further information available.

Puerto Rican Business Roundtable

August 5, 2009 – 6:00 to 9:00pm

Ana G Mendez University System, 3520 Enterprise Way Miramar, Fl 33025

The Puerto Rican Business Roundtable hosted by the Ana G Mendez University System will be holding a national press conference to announce the introduction of the roundtable and the presentation of the Honorable Governor Charlie Crist of Florida, presenting the official Proclamation as:

“November - Discovery of Puerto Rico Month”
And the four month long campaign
“Think Puerto Rican, Buy Puerto Rican”

A month long celebration throughout the state and its communities, creating awareness about Puerto Rican products, businesses, our culture and our buying power in the state of Florida.

In a public forum the Senator Eleanor Sobel, Representative Hazelle P. Rogers, County Commissioner Diana Wassermann and the city of Hollywood will be presenting the proclamations for the “Discovery of Puerto Rico Month” to the Puerto Rican Business Roundtable and other VIP’s, organizations, As the Puerto Rican Business Roundtable lobby the state governmental and business agencies to start moving products made in Puerto Rico to Florida.

We would like to extend to you a cordial invitation to participate in our upcoming press conference and the launching of the Puerto Rican Business Roundtable “Puerto Rican Discovery Month” event. It will be held at Ana G Mendez University System on August 5, 2009. The event will start at 5:30 PM and the formal presentation will be at 7:15 PM. The Ana G Mendez University System is located at 3520 Enterprise Way Miramar, Fl 33025.

The Puerto Rican Chambers of Broward, Palm Beach, Sarasota/Manatee and Polk County will be presenting an aggressive campaign to support Puerto Rican owned businesses, purchase and consume products made in Puerto Rico and to empower the economies of Florida and Puerto Rico during the month of November. By supporting local merchants in promoting the consumption of goods from the (Enchanted Island) heightened awareness will be created for products to be displayed and new products to be imported to Florida to meet the demand of the fast growing Puerto Rican community during the November “Discovery of Puerto Rico Month”. This campaign will include internet, radio, TV and press exposure in a program that will promote everything from investing in consumer necessities, acquiring products and services from Puerto Rican owned business in Florida and showcasing Puerto Rican products in cultural and community events throughout all of Florida.

*Puerto Ricans are the fastest growing Hispanic demographic in the state of Florida, with an estimated one and a quarter million Puerto Ricans in the state. ***In recognition of this growth*** the Roundtable has developed the concept of **“Think Puerto Rican, Buy Puerto Rican”** during the Month of November. This is a great opportunity to ***demonstrate the impact of the consumer buying power*** that the Puerto Rican community brings with its ***dynamic growth***, and in doing so, state merchants will experience ***an*** explosion in Puerto Rican consumers alone. A similar marketing is done during Cinco de Mayo”.

The Puerto Rican Business Roundtable is already looking into the future by building alliances and opening doors with new products and companies services coming from Puerto Rico and those already established in Florida, said President of The Puerto Rican/Hispanic Chamber of Palm Beach County=Santos Arroyo. Open dialog has already been establish with other chamber of commerce from Puerto Rico to establish a bridge and facilitate better communication for those companies in Puerto Rico interested in expanding their market to Florida.

The Puerto Rican Business Roundtable is calling upon companies owned by Puerto Ricans and or Puerto Rican Products either established in Florida or interested in expanding to Florida to part take of the Expo that will be held during the launching of this campaign on August 5, 2009 after the press conference.

To join us please RSVP to the above chamber numbers by August 1, 2009

The Puerto Rican Business Roundtable is located in the state of Florida, covering the East and West coast of the state. The roundtable is a private, not-for-profit organization dedicated to promoting the multicultural businesses in the state of Florida and Puerto Rico. The roundtable is made up of a team of four local Puerto Rican Chambers in the state of Florida along with the mentoring of top Fortune 500 companies.