

BY: Senator SEPULVEDA

HONORING GFR Media for its exceptional contributions to the Puerto Rican Parade and El Junte Boricua Week in New York, and its ongoing support of the Puerto Rican diaspora in New York

WHEREAS, The State of New York, renowned for its cultural diversity and vibrant artistic community, proudly recognizes and honors organizations that promote and celebrate the rich heritage of the Puerto Rican community; and

WHEREAS, This Legislative Body is justly proud to honor GFR Media for its influential role in La Parada Puertorriquena de Nueva York and El Junte Boricua Week, recognizing the company's profound impact on the cultural representation and celebration of Puerto Rican heritage in one of the most iconic diaspora events in the United States; and

WHEREAS, GFR Media has consistently demonstrated excellence in its coverage and participation during these events, providing exclusive real-time updates, engaging the community through interactive activities on its float, and facilitating important networking opportunities that enhance community bonds and cultural pride among Puerto Ricans in New York; and

WHEREAS, El Junte Boricua Week, an initiative supported by GFR Media, serves as a significant cultural platform that promotes heritage tourism and showcases the arts, culture, and unity of the Puerto Rican diaspora, encouraging visits to the island and fostering economic benefits for local businesses; and

WHEREAS, GFR Media's innovative media strategies and collaborative efforts during the Puerto Rican Parade and El Junte Boricua Week have not only enriched the experiences of attendees but have also ensured that the achievements and cultural vibrancy of the Puerto Rican community are prominently featured and celebrated across diverse media platforms; and

WHEREAS, The dedication of GFR Media to promoting Puerto Rican culture through comprehensive coverage of such pivotal events highlights its commitment to fostering a sense of pride, unity, and cultural continuity among Puerto Ricans both in New York and globally; and

WHEREAS, The State of New York acknowledges the significant contributions of GFR Media to the cultural and social landscape of New York, enhancing the visibility of Puerto Rican culture and providing a platform for storytelling and cultural expression that uplifts, educates, and inspires; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to honor GFR Media for its exceptional contributions to the Puerto Rican Parade and El Junte Boricua Week in New York, and its ongoing support of

the Puerto Rican diaspora in New York; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to GFR Media.