

The Community Voice

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Cinco de Mayo Celebrations
Celebraciones del Cinco de Mayo



Happy Mother's Day
Feliz Día de las Madres



MEMORIAL DAY



www.theheat973.com

Service and Sacrifice, the Cost of Freedom

Servicio y sacrificio, el costo de la libertad



By Dr. José A. Flores

Many Americans unfortunately fail to recognize the costs associated with living in the most advanced, militarily prepared, and economically rewarding countries in the world. The United States of America is the desired destination point in the world for emigration. If you are lucky enough to call yourself an American citizen by birth or naturalization, your status is secure. Many people from across the world consider you rich and prosperous. Just being born in America gives you the desired advantage. For many across the globe "freedom" is a desired condition that they have never experienced. This desire drives many to seek asylum and immigration status to the U.S. by legal and other means. Once here, the blurriness of focus and lack of appreciation for service to America unfortunately overcomes many citizens, residents, and newcomers. Lost is the recognition of the historical sacrifices made to obtain and preserve our democracy and status as a free nation.

From our nation's birth to modern day conflicts across the globe, America engaged in wars to defend itself and democratic nations allied with us on every front, land, sea, air, and potentially outer space. Times have evolved and so have our defense and military systems. Our focus for May is to focus on the "ultimate service and sacrifice" thousands of soldiers have made to secure and defend our freedom! We must take a minute to consider this sacrifice made by every race and ethnic group represented in our mosaic of racial, ethnic, linguistic, and gender groups in America. Everyone working together through our armed forces and support networks have contributed to preserving our nation, democracy, and freedoms.

The United States continues to have a "volunteer army" in which all branches of the armed services recruit individuals to serve. Mandatory conscription "the draft," was ended on January 27th, 1973, nearing the end of the Vietnam Conflict. This allowed me to continue studying for a degree in education at E.M. U. after having been drafted. Korea, Vietnam, Iraq, Afghanistan are but a few of the many conflicts that the U.S. A. has had to put "boots on the ground!" Our men and women have had to meet the challenge head on, and many have perished having made the "ultimate sacrifice" to defend our freedoms. They all deserve memorials words of praise and recognition along with our sincerest respect. Many of us were called to service and served honorably. Many of our family members were killed and/or wounded in the line of duty. We grieve their loss of life.

Wars are also expensive. According to an article published by the Associate Press: War expenses exceeded \$1.6 trillion: The estimated amount spent— combined — on the wars in Afghanistan, Iraq, and Syria from fiscal years 2001 through 2021. 4,492: The number of U.S. servicemembers killed in Iraq. 32,292: The number of U.S. servicemembers wounded in Iraq. Countless civilians were also killed – an estimated 200,000 or more.

Today, America supports our NATO, North Atlantic Treaty Organization alliances the have us spending on the war in Ukraine against a Russia aggressor challenging the freedom of Ukraine and the free world. We could very well be called upon to participate in WWII soon.

Honoring our fallen soldiers and remembering their valiant actions to preserve the American Way of life and our democracy should bring



us to tears as it truly affects our personal lives. Let us show more love and respect to our military, our veterans, families that have lost their loved ones in conflict around the globe and take time to acknowledge the value of having a nation prepared to defend us at a moment's notice. A special thanks to my family and friends that served our country through military service dating back to WWI. Enjoy your May celebrations and a special tribute to mothers on their special day too! I love you mom! R.I.H.

Desafortunadamente, muchos estadounidenses no reconocen los costos asociados con vivir en

los países más avanzados, militarmente preparados y económicamente gratificantes del mundo. Los Estados Unidos de América son el destino deseado en el mundo para la emigración. Si tiene la suerte de llamarse ciudadano estadounidense por nacimiento o naturalización, su estatus es seguro. Mucha gente de todo el mundo te considera rico y próspero. El solo hecho de nacer en Estados Unidos le brinda la ventaja deseada. Para muchas personas en todo el mundo, la "libertad" es una condición deseada que nunca han experimentado. Este deseo lleva a muchos a buscar asilo y estatus migratorio en Estados Unidos por medios legales y de otro tipo. Una vez aquí, la confusión del enfoque y la falta de aprecio por el servicio a Estados Unidos desafortunadamente superan a muchos ciudadanos, residentes y recién llegados. Se ha perdido el reconocimiento de los sacrificios históricos realizados para obtener y preservar nuestra democracia y nuestro estatus como nación libre.

Desde el nacimiento de nuestra nación hasta los conflictos modernos en todo el mundo, Estados Unidos participó en guerras para defenderse a sí mismo y a las naciones democráticas aliadas con nosotros en todos los frentes, terrestre, marítimo, aéreo y potencialmente en el espacio exterior. Los tiempos han evolucionado y también nuestros sistemas militares y de defensa. ¡Nuestro enfoque para Mayo es centrarnos en el "servicio y sacrificio supremo" que miles de soldados han hecho para asegurar y defender nuestra libertad! Debemos tomarnos un minuto para considerar este sacrificio hecho por cada raza y grupo étnico representado en nuestro mosaico de grupos raciales, étnicos, lingüísticos y de género en Estados Unidos. Todos los que trabajan juntos a través de nuestras fuerzas armadas y redes de apoyo han contribuido a preservar nuestra nación, nuestra democracia y nuestras libertades.

Estados Unidos sigue teniendo un "ejército de voluntarios" en el que todas las ramas de las fuerzas armadas reclutan personas para servir. El servicio militar obligatorio, "el reclutamiento", terminó el 27 de enero de 1973, acercándose al final del conflicto de Vietnam. Esto me permitió continuar estudiando la carrera de educación en la E.M.U. después de haber sido reclutado. Corea, Vietnam, Irak, Afganistán son sólo algunos de los muchos conflictos en los que Estados Unidos ha tenido que poner "botas en el terreno". Nuestros hombres y mujeres han tenido que afrontar el desafío de frente, y muchos han perecido tras haber hecho el "sacrificio supremo" para defender nuestras libertades. Todos merecen palabras conmemorativas de elogio y reconocimiento junto con nuestro más sincero respeto. Muchos de nosotros fuimos llamados a servir y servimos con honores. Muchos de nuestros familiares murieron y/o resultaron heridos en el cumplimiento del deber. Lamentamos su pérdida de vidas.

....Versión en español continúa en la pag. 6

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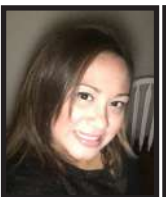
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Sarybet Gonzalez: A Journey of Resilience and Growth



Sarybet González: Un viaje de resiliencia y crecimiento

In the heart of Grand Rapids, amidst the bustling streets and vibrant communities, lies a tale of resilience, hope, and the unwavering spirit of one individual we would love to share with our readers. Sarybet Gonzalez is a beacon of strength and determination whose journey from adversity to triumph inspires all who hear her story.

Before embarking on her path to becoming a Community Health Worker (CHW), Sarybet's life was met with a series of challenges and obstacles. From a young age, she found herself navigating through tumultuous times, constantly on the move with her mother, facing homelessness and uncertainty. Yet, amidst the chaos, Sarybet remained steadfast in her resolve to help others, serving as a pillar of support for her family and community.

"I never knew that being a Community Health Worker was really a thing," Sarybet reflects, her voice filled with sincerity as she recalls where she began. "My entire life, I've dedicated myself to helping people in my community without receiving any kind of compensation. It's just what I am called to do."

Sarybet's journey took unexpected turns, from interpreting for her Spanish-speaking mother as a child to now working with foster children and at-risk youth. Despite facing numerous challenges, including financial struggles and educational barriers, Sarybet's service commitment never wavered.

During a pivotal moment in her life, Sarybet was presented with an opportunity that would change her trajectory forever. After a series of unfortunate events, Sarybet found herself interviewing for a job at Health Net of West Michigan. Sarybet truly believes that God put her in that interview. After she started her new job, her employer offered her the chance to participate in the GRCC Community Health Worker program as an apprentice. This decision would ultimately shape her future.

"Everything lined up great," Sarybet recalls, her voice tinged with gratitude. "It all just came down as a blessing."

GRCC's Community Health Worker program is offered through the School of Workforce Training and provides a State of Michigan certification upon completion. The program is offered online by instructors from Corewell Health. Navigating through the course, Sarybet realized that the work she had been doing all along aligned perfectly with the role of a Community Health Worker.

Despite initial apprehensions about online learning, Sarybet found herself immersed in an interactive and supportive environment, connecting with fellow students and instructors alike. She uncovered the profound impact she could make within her

community, leveraging her personal experiences and cultural background to bridge gaps and advocate for those in need.

Today, Sarybet serves as a beacon of hope for her community, working tirelessly as a Community Health Worker at HealthNet of West Michigan. Sarybet now provides CHW services at two different community locations each week. Her dedication knows no bounds as she continues to make a tangible difference in the lives of those she serves.

Reflecting on her journey, Sarybet's resilience shines through, a testament to the power of perseverance and the unwavering belief in a brighter future. Her story serves as a reminder that amidst life's challenges, there lies opportunity and hope for those who dare to dream.

As Sarybet looks towards the future, her message to others is one of encouragement and empowerment. "Keep fighting and keep pushing," she urges. "No matter the obstacles you face, know that you are capable of overcoming them. Your journey may be difficult, but the destination is worth it."

For information about the CHW program, visit grcc.edu/CHW.

En el corazón de Grand Rapids, entre calles bulliciosas y comunidades vibrantes, se encuentra una historia de resiliencia, esperanza y el espíritu inquebrantable de un individuo. Sarybet González, es un faro de fuerza y determinación, cuyo viaje desde la adversidad hasta el triunfo sirve de inspiración para todos los que escuchan su historia.

Antes de convertirse en trabajadora sanitaria comunitaria (TSC), Sarybet enfrentó muchos desafíos. Creció moviéndose mucho con su madre, lidiando con la falta de vivienda y la incertidumbre. Pasaba mucho tiempo sola mientras su madre trabajaba duro en diferentes trabajos para sobrevivir, Sarybet a menudo tenía que ayudar a traducir para su madre hispanohablante.

A pesar de todo el caos, Sarybet se mantuvo decidida a ayudar a los demás, convirtiéndose en una roca para su familia y su comunidad. A pesar de enfrentar dificultades financieras y obstáculos en la educación, nunca renunció a su objetivo de servir a los demás.

Las cosas empezaron a cambiar cuando Sarybet consiguió una entrevista de trabajo en Health Net of West Michigan después de un período difícil en su vida. Ella cree que fue el destino lo que la llevó allí. Una vez que comenzó a trabajar, tuvo la oportunidad de unirse al programa de aprendizaje de trabajadores de salud comunitarios de GRCC, que cambió su vida para siempre.

"El programa de aprendizaje de trabajadores de salud comunitarios de GRCC cambió las reglas del juego para mí. Ya estaba haciendo trabajo comunitario, pero no me di cuenta de que era exactamente lo que hace un trabajador de salud comunitario. El programa me dio las habilidades que necesitaba y ser Poder trabajar y aprender en línea fue crucial como madre soltera".

Aunque al principio dudaba sobre el aprendizaje en línea, Sarybet se encontró totalmente involucrada en las clases interactivas. Los instructores la apoyaron y ella se conectó con otros estudiantes. Una de las instructoras, Celeste, compartió los orígenes latinos de Sarybet, lo que realmente resonó en ella. A través del programa, Sarybet no sólo aprendió mucho sino que también encontró un nuevo propósito en la vida.

Utilizando sus propias experiencias y antecedentes culturales, Sarybet ahora tiene un gran impacto en su comunidad, defendiendo a los necesitados. Como trabajadora de salud comunitaria en HealthNet of West Michigan, Sarybet presta servicios en diferentes áreas cada semana. Su dedicación no conoce límites mientras continúa cambiando vidas.

Para obtener información sobre el programa CHW, visite grcc.edu/CHW.

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Community News

Servicio y sacrificio, el costo de la libertad

Por Dr. José A. Flores Continuation de la versión de el artículo en español pag. 05

Las guerras también son caras. Según un artículo publicado por Associated Press: Los gastos de guerra superaron los 1,6 trillones de dólares: la cantidad estimada gastada (combinada) en las guerras en Afganistán, Irak y Siria desde los años fiscales 2001 a 2021. 4.492: el número de militares estadounidenses muertos en Irak. 32.292: el número de militares estadounidenses heridos en Irak. También murieron innumerables civiles: se estima que 200.000 o más.

Hoy, Estados Unidos apoya nuestras alianzas de la OTAN y la Organización del Tratado del Atlántico Norte que nos hacen gastar en la guerra en Ucrania contra un agresor ruso que desafía la libertad de Ucrania y el mundo libre. Es muy posible que pronto seamos llamados a participar en la Tercera Guerra Mundial.

Honar a nuestros soldados caídos y recordar sus valientes acciones para preservar el estilo de vida estadounidense y nuestra democracia debería hacernos llorar, ya que realmente afecta nuestra vida personal. Mostremos más amor y respeto a nuestros militares, nuestros veteranos, las familias que han perdido a sus seres queridos en conflictos en todo el mundo y tomemos el tiempo para reconocer el valor de tener una nación preparada para defendernos en cualquier momento. Un agradecimiento especial a mi familia y amigos que sirvieron a nuestro país durante el servicio militar que se remonta a la Primera Guerra Mundial. ¡Disfruta de tus celebraciones de mayo y de un homenaje especial a las madres en su día especial también! ¡Te quiero, mamá! E.P.D.

CONGRATULATIONS PRIMA!

Muchísimas Felicidades Primavera T. Flores que este 12 de Mayo tengas un día lleno de sorpresas y bendiciones.

Con mucho cariño Pops



President of Corewell Health



Dr. Alejandro Quiroga, President of Corewell Health graced us with an interview promoting April Move More Month sponsored by the American Heart Association of West Michigan. Alejandro "Ale" leads the Corewell Health organization and provided The Community Voice/La Voz Magazine and The Heat 97.3 FM valuable health

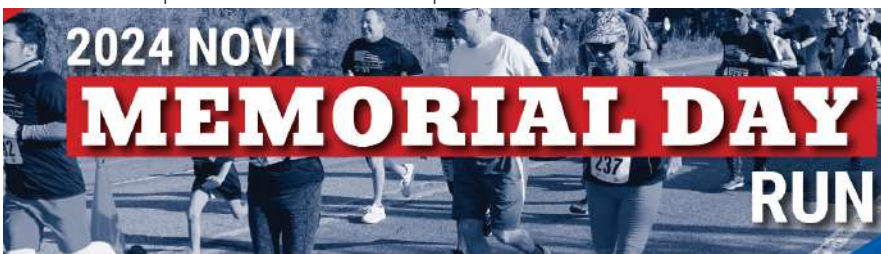
information and tips for living a healthy lifestyle. Alejandro said he is an avid runner and it helps him perform his job duties running the complex health organization he heads. He gave listeners of 97.3 FM tips in English and Spanish! Kudos to Dr. Quiroga for his accomplishments and leadership!



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MAY 30, 2024 // JW MARRIOTT GR



CINCO DE MAYO CELEBRATIONS IN MICHIGAN 2024

Official Cindo de Mayo Bar Crawl

Ann Arbor, Mi.

May 4-5, 2024

Maracas, Sombreros, and margaritas! Ahhh it is finally that time of year when we can safely say the weather is not just warming up but heating up in preparation for summer! Enjoy some amazing drink specials that our bars have to offer on your journey going bar to bar in the Cinco de Mayo spirit along with many others! If there is one day of the year where you should probably take a tequila shot, this has to be it!
www.pubcrawls.com/official-cinco-de-mayo-bar-crawl-ann-arbor/



On May 5, celebrate Cinco de Mayo at the a Soaring Eagle Casino with Saginaw native Mark Najar and Grupo Dezeo. They will perform at the Ascend Sportsbook & Lounge, 2 pm to 6 pm. Sponsors of the 45th Cinco de Mayo Annual Festival – Saginaw Michigan!

Margarita Fest (Cinco De Mayo)

Sunday, May 5 • 12 - 7pm EDT

166 Oak Street
Wyandotte, Mi.

The 1st Annual Margarita competition. You are the judge. Your Generation performing LIVE. Food, Drinks, Music, Fun!! Don't miss this!

Cinco De Mayo Fiesta 2024

Free Admission!

May 4th from 3pm to 8pm

Festival Market Square

Battle Creek, Michigan!

Come celebrate Cinco de Mayo with us in Battle Creek, Michigan! Join us on May 4th from 3pm to 8pm at Festival Market Square for a fun-filled event featuring live music, live performances, food trucks, vendors, inflatables, and community partners.

59th Annual Cinco de Mayo Parade in Detroit

The Mexican Patriotic Committee of Metropolitan Detroit is planning the 59th Annual Cinco de Mayo Parade on Sunday May 5 2024. The 3-mile parade route will start from Woodmere Street and will travel east along Vernor Hwy.; usually ending at W. Grand Blvd. The parade will begin at 12 noon. A cultural and musical fiesta is also planned at Bagley and 21st Streets on Saturday & Sunday 12pm-8pm. For this MPC notifies the public that 21st Street will be closed during Fiesta times both days and Vernor Hwy will be closed for the length of the parade from 11:30pm-2:30pm on that Sunday May 5th. They hope visitors plan their participation in these events accordingly.

Cinco De Mayo Fest 2024- Fiesta Detroit

May 5, 2024

El Club, Detroit, Mi.

Join us for the annual 5 de Mayo festival, "Fiesta Detroit," a vibrant celebration of Latin culture in the heart of Detroit! Spanning three exciting days and multiple venues, our festival showcases the best of what the city has to offer.

Cinco de Mayo Celebration

May 4th, 2024

Flint, Mi.

Join the LatinX Center for Cinco de Mayo on Saturday, May 4th 2024 at 12 PM in downtown Flint. We have good food and fun attractions for the whole family. Cinco de Mayo is a holiday celebrating a day nobody saw coming: on May 5, 1862 Mexico's small army of 2,000 soldiers did the unthinkable and won against 6,000 French troops during the Battle of Puebla. Years later, in 1915 after the Mexican Civil War ended, many Mexican families came to the United States to start fresh. When that happened, Americans were introduced to Cinco de Mayo by their Mexican friends and neighbors. Come have a fun filled Saturday with the LatinX Center!

The Donkey Cinco de Mayo Celebration

May 4 - 5, 2024

Donkey Taqueria

Grand Rapids, Mi.

11:00 AM - 10:00 PM

To celebrate Cinco de Mayo, Donkey Taqueria will be hosting a two-day street festival in the Uptown neighborhood featuring live music, food and drinks! Come party with us!

Cinco de Mayo Annual Festival

Saturday May 4 - 5, 2024

Saginaw, MI.

La Unión Cívica Mexicana will host the 45th. Annual Cinco De Mayo in Saginaw Michigan. SATURDAY, May 4, 2024!

URENIT 616-538-8080

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| | |

Deje atrás el dolor de cuello y espalda.

¿Le duele el cuello y la espalda? Trinity Health tiene los últimos métodos y tecnologías para ayudarle. Nuestro equipo busca muchas opciones para crear el plan de tratamiento justo para usted. Desde terapia ocupacional y manejo del dolor hasta cirugías de columna avanzadas, despidase de la vida con dolor. Comuníquese con el programa de columna de Trinity Health hoy y vuelva a disfrutar sus actividades diarias.

VUELVA A VIVIR SU VIDA!

Trinity Health
PROGRAMA DE LA COLUMNA

We See All of You™

TrinityHealthMI.org/Spine

Outdoors: Health & Wellness for Kids

Aire Libre: Salud y Bienestar para Niños



By Dadsy J. Torres Rivera Ph. D

In an increasingly digitized world, children find themselves immersed in a tangle of screens and electronic devices. However, we must remember that outdoor play and physical activity are essential for their growth and well-being. We live in a time where electronic devices are always present. Children spend hours in front of screens, whether it's watching TV shows, playing video games, or surfing the internet.

While technology offers educational and entertainment

benefits, we shouldn't forget that children also need time outdoors. There are valuable reasons to promote physical activity, including:

Health and well-being: Sedentary lifestyles are on the rise, and childhood obesity is a global concern, as it is the cause of many diseases. Being overweight increases the risk of heart disease, stroke, type 2 diabetes, and various types of cancer. Outdoor play promotes physical activity, strengthens muscles and bones, and helps maintain a healthy weight. Exposure to sunlight is also crucial for the synthesis of vitamin D, which is essential for bone development and immune function.

Learning and socializing: Outdoor play stimulates the imagination, promotes creativity, and aids in the maturation of ideas. Children can make stories, build forts, and explore nature through play. Sharing with others in the park or the countryside teaches them social skills such as cooperation, empathy, and communication. It allows them to express their desires and emotions and enables them to learn how to relate and grow emotionally.

Emotional Well-being: Nature has a calming effect on the mind. Children who spend time playing outside experience less stress and anxiety. The sense of freedom and adventure nature offers helps them be happier and improves their self-esteem. Contact with nature is essential to develop respect for the environment. Observing trees, flowers, insects, and birds teaches them about biodiversity and the importance of taking care of the planet. When a child runs across the lawn, feels the breeze on his face, and hears birds singing, he is experiencing something magical. That moment outdoors can be transformative, leaving an indelible mark on your heart and thoughts.

You need to find a balance between technology and the real world. It's not about refusing to use technology; it's about ensuring kids have time to play. As parents and educators, we must foster a connection with nature and promote an active and healthy lifestyle for future generations.

The idea of a happy childhood lies in finding balance and taking advantage of the learning opportunities offered by technology without forgetting the most important of children's obligations: to play. So, let's open the door, step out into the sun, and allow our children to immerse themselves in the beauty of nature.



En un mundo cada vez más digitalizado, los niños se encuentran inmersos en una maraña de pantallas y dispositivos electrónicos. Como adultos, debemos recordar que el juego al aire libre y la actividad física son esenciales para su crecimiento y plenitud. Vivimos en una época en la que los dispositivos electrónicos son omnipresentes. Los niños pasan horas frente a las pantallas, ya sea viendo programas de televisión, jugando videojuegos o navegando por Internet. Aunque la tecnología ofrece beneficios educativos y de entretenimiento, no debemos olvidar que los niños también necesitan tiempo al aire libre. Existen valiosas razones para promover la actividad física, entre estas:

La salud: El sedentarismo está en aumento y la obesidad infantil es una preocupación mundial, pues es la causa de muchas enfermedades. El sobrepeso aumenta el riesgo de padecer enfermedades del corazón, accidentes cerebrovasculares, diabetes de tipo 2 y diversos tipos de cáncer. El juego al aire libre promueve la actividad física, fortalece los músculos y huesos, y ayuda a mantener un peso saludable. La exposición a la luz solar también es crucial para absorber la vitamina D, que es esencial para el desarrollo óseo y la función inmunológica.

El aprendizaje y la socialización: El juego estimula la imaginación, promueve la creatividad y ayuda a la maduración de ideas. Mediante el juego, los niños pueden inventar historias, construir fuertes y explorar la naturaleza. Al compartir con otros en el parque o en el campo, aprenden habilidades sociales como la cooperación, la empatía y la comunicación. Les permite expresar sus deseos y emociones, pues brinda la oportunidad para aprender a relacionarse y a crecer emocionalmente.

Bienestar Emocional: La naturaleza tiene un efecto calmante en la mente. Los niños que pasan tiempo jugando afuera experimentan

menos estrés y ansiedad. La sensación de libertad y aventura que ofrece la naturaleza ayuda a que sean más felices y mejora su autoestima. El contacto con la naturaleza es esencial para desarrollar respeto por el medio ambiente. Observar árboles, flores, insectos y aves les enseña sobre la biodiversidad y la importancia de cuidar el planeta. Cuando un niño corre por el césped, siente la brisa en su rostro y escucha el canto de los pájaros, está experimentando algo mágico. Ese momento al aire libre puede ser transformador, dejando una huella imborrable en su corazón y en su espíritu.



Stroke can happen to anyone.

Learn R.Á.P.I.D.O.

Stroke can affect anyone at any age. Noelia was 29 years old, but she still had a stroke 8 days after giving birth.

She survived thanks to acting fast.

Learn the R.Á.P.I.D.O. acronym. Identify the symptoms of a stroke, call 911 and save your life or the life of a loved one.

- R. Rostro caído
- Á. Alteración del equilibrio
- P. Pérdida de fuerza en el brazo
- I. Impedimento visual repentino
- D. Dificultad para hablar
- O. Obtén ayuda, llama al 911

stroke.org/rapido

Sponsored locally by
 BRONSON

HMC TO ADVERTISING & MARKETING EXECUTIVES: STOP LATINO COATING

In today's competitive marketplace, CMOs face immense pressure to achieve growth. Proper investment and authentic engagement with U.S. Latinos, who are influencing mainstream culture and fueling demographic shifts, is the clear answer. The Hispanic Marketing Council (HMC) unveiled a new campaign at its 2024 Annual Summit, calling on the advertising and marketing industries to "Stop Latino Coating." The resounding message? Give Hispanic marketing the weight it deserves, connect authentically, or kiss your careers goodbye—#STOPLATINOCOATING.

Today's Hispanic market, at 20% of the U.S. population, represents \$3.2 trillion in GDP, essentially making it the fifth-largest economy in the world. Paradoxically, brands continue to miss opportunities by investing less than 4% (SMI and GroupM) of their advertising budgets on Hispanic-targeted efforts and engaging in a practice HMC is coining as "Latino Coating." HMC is calling on all advertising and marketing professionals, particularly CMOs, to join the movement by visiting stoplatinocoating.com and stop this ineffective practice.

According to McKinsey & Co., more than a third of Latinos are dissatisfied with current products or value propositions being offered. CMOs who do the bare minimum, check boxes, and engage in Latino Coating are not only doing their organizations a disservice, but they are also risking their careers.

HMC advises marketing leaders to...

- Increase Hispanic marketing spend levels commensurate with the Latino \$3.2 trillion buying power. The general market is dead, and marketers must be savvy to capture the hearts and minds of today's multicultural consumers.
- Delve deeper into understanding Latino culture, respecting its com-

plexity, and acknowledging diverse perspectives and experiences to ensure their products and services stay relevant and valuable to Latinos.

- Ensure meaningful representation. Authenticity comes from genuinely representing Latino communities by being visible, understanding, and respecting their values and experiences. Latinos don't want to be targeted; they want to be seen and valued.
- Seek and pay for the right help. Work with partners who truly understand the Latino cultural context so brands can forge genuine connections with the U.S. Hispanic market.



#STOPLATINOCOATING was developed by top creative directors from MEL, Creyentes, and Casanova/McCann with support from the entire HMC board.

For more information, visit stoplatinocoating.org. Follow HMC on LinkedIn and on Instagram at [@hmchispanic](https://www.instagram.com/hmchispanic) using the #STOPLATINOCOATING hashtag.

En el competitivo mercado actual, los directores de marketing (CMO, en inglés) se enfrentan a una inmensa presión para lograr crecimiento. La inversión adecuada y el compromiso auténtico con los latinos de EE. UU., que están influyendo en la cultura dominante y alimentando los cambios demográficos, es la respuesta clara. El Consejo Hispano de Marketing (HMC, por sus siglas en inglés) presentó una nueva campaña en su Cumbre Anual de 2024, pidiendo a las industrias de publicidad y marketing que "Paren el Recubrimiento Latino". ¿Cuál es el mensaje? Denle al marketing hispano el peso que se merece, conéctense de manera auténtica o despídanse de sus carreras: #STOPLATINOCOATING.



GRCC M-Tech's Path to Health Career Programs



Several graduates of GRCC (Leslie E. Tassell) M-Tec's health-care programs have testified to the enrichment of life after graduation. GRCC M-Tec is proud to share the experiences of some of their former students

who have advanced into fulfilling careers. Many are in careers that utilize the knowledge gained from the programs. These testimonials and the program's success rate will hopefully inspire any prospective student to be confident about a newfound career post-graduation and help them decide to enroll in a program best fit for their future.

Local radio show "Tejano 616" on the Heat 97.3 FM had the opportunity to interview Grand Rapids Community College's workforce training Program Manager, Lorena Aguayo-Marquez, to learn more about the fantastic career paths. Some career paths in the workforce development program include community health work, phlebotomy skills, pharmacy tech, medical assistants, direct support professionals, and certified nurse aides. Some associates can enroll as cardiovascular techs or anesthesia techs. Lastly, employer-sponsored programs offer the neurodiagnostic technology certificate and apprenticeship, as well as a surgical tech associate and apprenticeship.

Each program has a different cost, and financial aid is available through a special grant, along with scholarships. For prospective students who may feel self-conscious about a language barrier, the college offers an adult education course to build English proficiency, which can also be included in the financial assistance. Following the successful completion of the programs, GRCC provides graduates with the necessary tools for interview preparation, a high rate of employability, and strengthening resumes for desired careers with economically stable wages.

Many can testify to life after the program, like Community Health Worker (CHW) Stephanie Dolly, a graduate of GRCC M-TEC's health career program. She said she feels the program is enriching and describes it as "almost as serendipitous" as how she learned about the CHW program. She appreciates that the classes provide the flexibility of being virtual and the breakout sessions create opportunities for students to build relationships through relatability while also gaining a sense of community. Dolly also said, "The training I received equipped me with the skills and knowledge necessary for my current position. It's a rewarding role that allows me to make a difference in people's lives while learning about the myriad of available resources." Her story is a testament to show that no matter what your previous endeavor was, the healthcare program can provide a life-long, fulfilling career of helping the community navigate through daily life with mental health resources, which can also provide the community as a whole with a sense of solace.

Surgical Technician Brianna Rodriguez, is another graduate of the health career programs. Rodriguez stated that the combination of virtual and concrete experiences positively affected her success in the program as she gained hands-on practice at Butterworth Hospital in a laboratory. This vital experience illustrated to Rodriguez how committed GRCC was to mandating real-world practice into the coursework so that students have that experience before a complete transition from student to employee. Rodriguez recounts, "The program provides a real comprehensive journey - starting with rotations as operating room assistants, where I had the opportunity to witness and assist in the intricacies of surgical setups." Her testimony shows how these critical experiences provided by the program helped her build confidence and not only master her skills as a surgical technician but also grow in her new role at Metro.

Another inspirational testimony of what GRCC M-Tech's healthcare program can do for the lives of students involves CHW Sarybeth Gonzalez. Her story hails from modest means and family hardships that can sometimes arise from a single-parent household and a language barrier. Focused on closing the gap and despite the obstacles, Gonzalez was determined to continue to help people and establish that her career assistance could turn into financial freedom for her family. She was soon allowed to interview for a health position but didn't realize that the health worker course would change her life going forward. Gonzalez states, "The GRCC Community Health Worker program has been an absolute game-changer for me. Before enrolling in the course, I was already deeply involved in community work. Still, I didn't realize that what I was doing aligned perfectly with the role of a Community Health Worker." In the initial stages, she shared similar apprehension with her two former peers' testimonials about virtual learning. Still, she felt that the instructors were very supportive and allowed interaction with other students. This support and Sarybeth's resilience through family hardships show that with her experience and passion for her community, you can overcome the hurdles because "the destination is worth it."

If the aforementioned testimonials have inspired you or those in your community, rest assured that there are people who are available at GRCC Leslie E. Tassell M-TEC to support and start the enrollment process with you. Regardless of your background or inhibitions, please reach out to Workforce Training Manager Lorena Aguayo-Marquez @ 616-234-2542, Summer Madrid, Education Training Specialist in Healthcare @ 616-234-3154, Diego Ramon, program manager for HRSA grant @ 616-234-2219 or Elly Bainbridge, Program Manager, Communications and Community Outreach @ 616-234-3778. A new career awaits you!



Varios graduados de los programas de atención médica de GRCC (Leslie E. Tassell) M-Tec han dado testimonio del enriquecimiento de la vida después de graduarse. GRCC M-Tec se enorgullece de compartir las experiencias de los avances de algunos de sus antiguos alumnos hacia carreras satisfactorias. Muchos están en carreras en las que ahora utilizan el conocimiento adquirido en los programas. Se espera que estos testimonios y la tasa de éxito del programa inspiren a cualquier posible estudiante a tener confianza en una nueva carrera después de graduarse y les ayuden a decidir inscribirse en el programa que mejor se adapte a su futuro.

El programa de radio local "Tejano 616" en Heat 97.3 FM, tuvo la oportunidad de entrevistar a la gerente del programa de capacitación laboral de Grand Rapids Community College, Lorena Aguayo-Márquez, para conocer más sobre las increíbles trayectorias profesionales. Algunas de las carreras del programa de desarrollo de la fuerza laboral se encuentran en trabajo de salud comunitaria, habilidades de flebotomía, técnico de farmacia, asistentes médicos, profesionales de apoyo directo y auxiliares de enfermería certificados. Algunos asociados pueden inscribirse como técnicos cardiovasculares o técnicos de anestesia. Por último, existen programas patrocinados por empleadores que ofrecen aprendizaje y certificado en tecnología de neurodiagnóstico; y un asociado y aprendiz de tecnología quirúrgica.

Si estas interesado, tenga la seguridad de que hay personas disponibles en GRCC Leslie E. Tassell M-TEC para apoyarlo e iniciar el proceso de inscripción con usted. Independientemente de sus antecedentes o inhibiciones, comuníquese con la Gerente de Capacitación de la Fuerza Laboral, Lorena Aguayo-Marquez @ 616-234-2542, Summer Madrid, Especialista en Capacitación Educativa en Atención Médica @ 616-234-3154, Diego Ramon, gerente de programa para la subvención HRSA @ 616-234-2219 o Elly Bainbridge, directora de programas, comunicaciones y extensión comunitaria al 616-234-3778. ¡Una nueva carrera te espera!

**¡ESCÚCHANOS
EN VIVO!**



miRadioPoderosa.com
616-949-9582  

¡Anúnciate! 616-451-0551

Juntos, pero no Revueltos



By Jorge Martinez
U.S. Veteran

It seems every year, we, Mexican Americans, are asked to accommodate a new term designed to make government officials less uncomfortable when talking

about race. This occurs as we watch the battle at the border and restrictive measures in the fight for the right to choose. Perhaps my small central California town is out of the mainstream as I only recently discovered the term BIPOC.

This stands for Black, Indigenous, and People of Color. I must confess I do not know the latest terms used to describe me and my people. Apparently, I should keep up with changing terms and learn how to use them. Yet, it still seems strange, as I never surrendered the right to any group or agency to identify me. I never agreed to allow the dominant population to exert authority over my identity. Nor did I agree to be made into a hyphenated American. Much to my chagrin, their idea of who I am still comes from ancient Hollywood stereotypes and news from along the Mexican border. Years of yellow journalism and assumptions about my culture and identity have altered any concepts of reality, especially amongst assimilated Mexican Americans. Apparently, still unsatisfied with how the government has generalized, stereotyped, and categorized us, it is still unhappy. The promoters of the term BIPOC refer to celebrities such as Jennifer Lopez, Shakira, and Bad Bunny



who have never adhered to traditional standards nor asked to be further classified. To be honest, I'm not interested in what a celebrity thinks about my ideas. Although I don't know them, I've never heard them

talk on the matter of civil rights, voting rights, the right to choose, or foreign policy. Apparently, that would be bad for business or cause them to get canceled. If I've interpreted my research correctly, the creators of this term claim it is more inclusive whenever they speak of billions of people of color they've mashed into a group. According to them, it is disrespectful to bind people of color together. Which I find contradictory. I have to ask: Did a group of representatives approach them by requesting a new acronym so as to make generalizing

us easier? If so, I once again feel left out and unrepresented. Isn't this exactly what they mean when they use the term "marginalized minority"? Isn't this what they are doing by bunching all of us into another acronym? If I were offended, I'd have to ask, why weren't my people used as the first letter of the acronym? No disrespect to my black brothers, but aren't there more of us? That being true, wouldn't it make more sense? Furthermore, wasn't generalizing the government's intention when it forced 574 Native American Tribes into a few Indian Reservations? Blanket descriptions are designed to accommodate the need to expedite bureaucratic control, not improve my life or those of my children. As the government has not yet officially acknowledged wrong nor paid reparations, I don't wish to relinquish my identity so as to make it easier to be categorized and forgotten. Having grown up during Jim Crow in the Southwest and witnessed racial oppression, I don't wish to make descendants of my oppressors less uncomfortable. I was not surprised others agreed with my assessment. Charmain Nelson, professor of history at McGill University, states, "To conflate everything into one is to erase, which is the very nature of genocide". My responses would be more colorful, but those we've accommodated via forced assimilation are the same ones who created racism, stereotypes, and violence we, our children and grandchildren, will have to endure. Racism is in the blood of America and inherited at birth, then fed throughout their lives and reinforced in a dozen ways. Having grown as a reluctant hyphenated American instead of just another American and endured a life of injustice and inequality, asking me to surrender my identity and that of my children and grandchildren is asking what soldiers would describe as above and beyond the call of duty. I seriously doubt white Southerners who rebelled against the removal of Civil War statues would agree to be thrown into a group that diminished their identity. Social advocate groups who claim to represent me, my people, and those I love should instead become accustomed to being uncomfortable when talking about people of color, injustice in criminal courts, and the endless execution of unarmed men of color during vehicle traffic stops. A new acronym will not save me from injustice nor correct American history books that omit much of our history. Although most people of color are too busy struggling to complain, those who can should make our concerns known. By agreeing to be seen as one homogeneous group, elected representatives who oppress us will not recognize our cultural diversity, much less our contributions. Instead of making less effort to recognize us, government bureaucrats should take time to say black, Latino, and Asian. They should say our names and demonstrate they know the difference. As my grandfather, a colonel in Pancho Villa's Army who stormed the fortified town of Torreon, Coahuila, Mexico in 1916, would have said, Juntos, pero no revueltos.



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Each month we will feature a Latin American athlete representing our community in professional sports.



The 2024 Women's NCAA Basketball Tournament was electric, and one of the athletes at the forefront of the action was South Carolina's center, Kamilla Cardoso.

By Odille Parker

Cardoso, a native of Montes Claros, Brazil, moved to the United States as a 15-year-old to play at Hamilton Heights Christian Academy in Chattanooga, Tenn. ESPN rated her a five-star recruit and the number-five player in her class. She committed to playing for Syracuse, making her the highest-rated recruit in program history.

As a freshman, Cardoso was the team's starting center and became the first player in program history to win the Atlantic Coast Conference (ACC) Freshman of the Year Award. She averaged 13.6 points, eight rebounds, and 2.7 blocks per game. She also shared honors for ACC Defensive Player of the Year and was named first-team All-ACC.

Cardoso transferred to South Carolina after her first year. As a reserve for Aliyah Boston, she averaged 5.4 points and 5.1 rebounds per game. She was a key player in helping South Carolina win its second national championship title in 2022.

The following year, she averaged 9.8 points and 8.5 rebounds per game off the bench and was named Southeastern Conference (SEC) Sixth Woman of the Year and second-team-All-SEC.

Cardoso became a key player in South Carolina's 2024 playoff run, leading the team to its third national championship title. Following a dominant 15-point, 17-rebound performance in the championship game, Cardoso was named the NCAA basketball tournament's Most Outstanding Player.

She was drafted third overall by the Chicago Sky in the 2024 Women's National Basketball Association draft. She joined fellow rookie Angel Reese, a stand-out forward at LSU who was also a star of the tournament.

"I had a goal to be here tonight and give my family a better life, so I'm just thankful that I was able to be here," Cardoso said during the draft.

Cardoso also represented Brazil in the 2021 FIBA Women's AmeriCup in Puerto Rico, helping her team win the bronze medal. In 2023, she led Brazil to a gold medal at the FIBA Women's AmeriCup in Mexico, where she was named tournament MVP and averaged 10.9 points and 8.3 rebounds.

El Torneo de Baloncesto Femenino de la NCAA 2024 fue eléctrico y una de las atletas al frente de la acción fue la pívot de Carolina del Sur, Kamilla



Kamilla Cardoso

Cardoso.

Cardoso, originaria de Montes Claros, Brasil, se mudó a los Estados Unidos cuando tenía 15 años para jugar en la Academia Cristiana Hamilton Heights en Chattanooga, Tennessee. Fue calificada como un recluta de cinco estrellas y la jugadora número cinco de su clase por ESPN. Se comprometió a jugar para Syracuse, lo que la convirtió en la recluta mejor calificada en la historia del programa.

Cardoso se convirtió en una jugadora clave en la carrera de Carolina del Sur a los playoffs de 2024, llevando al equipo a su tercer título de campeonato nacional. Cardoso fue nombrado Jugador Más Destacado del torneo de baloncesto de la NCAA luego de una actuación dominante de 15 puntos y 17 rebotes en el juego de campeonato.

Fue seleccionada tercera en la general por Chicago Sky en el draft de la Asociación Nacional de Baloncesto Femenino de 2024. Se unió al novato Angel Reese, una destacada delantera de LSU que también fue una estrella del torneo.

Cardoso también representó a Brasil en la AmeriCup Femenina FIBA 2021 en Puerto Rico, ayudando a su equipo a ganar la medalla de bronce. En 2023, llevó a Brasil a una medalla de oro en la AmeriCup Femenina FIBA en México, donde fue nombrada MVP



Un derrame cerebral le puede pasar a cualquiera.

Aprende R.Á.P.I.D.O.

Un accidente o derrame cerebral puede afectar a cualquier persona de cualquier edad. Noelia tenía 29 años, pero sufrió un derrame cerebral 8 días después de dar a luz.

Sobrevivió gracias a que actuó R.Á.P.I.D.O.

Aprende el acrónimo R.Á.P.I.D.O. Identifica los síntomas de un derrame, llama al 911 y salva tu vida o la de un ser querido.

R. Rostro caído

Á. Alteración del equilibrio

P. Pérdida de fuerza en el brazo

I. Impedimento visual repentino

D. Dificultad para hablar

O. Obtén ayuda, llama al 911

derramecerebral.org

patrocinado localmente por

BRONSON

May Events / Eventos en Mayo

Brick by Brick: The Creative Art of LEGO®

May 2 - 19, 2024
Grand Rapids, Mi

GRAM is excited to present Brick by Brick: The Creative Art of LEGO®, the Museum's first annual celebration exploring the creative potential of LEGO® bricks. Guests can view the installation Rainbow World created by builders from Bricks & Minifigs alongside inventive designs from members of our community, all exploring the creative potential of LEGO®.

Enjoy hands-on activities for all ages.

GRAM se complace en presentar Brick by Brick: The Creative Art of LEGO®, la primera celebración anual del museo que explora el potencial creativo de los ladrillos LEGO®. Los visitantes pueden ver la instalación Rainbow World creada por constructores de Bricks & Minifigs junto con diseños inventivos de miembros de nuestra comunidad, todos explorando el potencial creativo de LEGO®. Disfrute de actividades prácticas para todas las edades.

Tulip Time Festival May 4 - 12, 2024 Holland, Mi

Save the date for our 95th anniversary May 4-12, 2024! There will be millions of tulips in bloom along with visitors, locals, volunteers, participants and sponsors all coming together to celebrate.

Since 1929, the city of Holland, Michigan has blossomed with literally hundreds of thousands of tulips — and an equal number of tulip-lovers who attend our annual Tulip Time Festival. Tulip Time is truly an experience you don't want to miss!

¡Reserve la fecha para el 95.º aniversario del 4 al 12 de mayo de 2024! Habrá millones de tulipanes en flor junto con visitantes, lugareños, voluntarios, participantes y patrocinadores que se reunirán para celebrar. La celebración es mucho más que tulipanes... con actos de entretenimiento nacional, eventos y actividades para todas las edades, vistas impresionantes a orillas del lago Michigan y algunos de los desfiles más grandes de Michigan. ¡Tulip Time es realmente una experiencia que no

querrás perderte!

Amway River Bank Run 2024 May 11, 2024 Grand Rapids, Mi

Attend the 47th Amway River Bank Run presented by Fifth Third Bank with Corewell Health the Official Health Partner!

More than 10,000 people are expected to compete in the event which features the largest 25K road race in the country and offers the only 25K Wheelchair racing division in the world along with a 25K Handcycle division. In addition to the 25K, participants can choose from the 10K Run, 5K Run, Team Competition, 5K Community Walk, and Amway Junior on Wednesday, May 8.

¡Asista a la 47.ª carrera Amway River Bank presentada por Fifth Third Bank con Corewell Health, el socio oficial de salud! Se espera que más de 10,000 personas compitan en el evento que presenta la carrera de ruta de 25 km más grande del país y ofrece la única división de carreras de 25 km en silla de ruedas del mundo junto con una división de 25 km en bicicleta manual. Además de los 25K, los participantes pueden elegir entre la carrera de 10K, la carrera de 5K, la competencia por equipos, la caminata comunitaria de 5K y Amway Junior el miércoles 8 de mayo.

2024 Grand Haven Kite Festival May 18-19, 2024 Grand Haven, Mi

Enjoy a day at the beach as the sky is filled with colorful kites of all types and sizes. This festival is fun and FREE to attend! There is a charge to park inside the Grand Haven State Park (out-of-state residents and those who have opted not to add a recreational pass to their license plate tabs will need to pay to park; those with a recreational plate tab will get in free). Kites will fly on Saturday, May 18 from 10am-5pm and Sunday, May 19 from 11am-5pm. All events are weather and wind permitting so cross your fingers for great weather!

www.facebook.com/KiteFestatGH
Disfrute de un día en la playa mientras el cielo se llena de coloridas cometas de todos los tipos y tamaños. ¡Este festival es divertido y GRATIS! Hay un



cargo por estacionar dentro del Parque Estatal Grand Haven (los residentes de fuera del estado y aquellos que hayan optado por no agregar un pase recreativo a las pestañas de sus placas deberán pagar para estacionar; aquellos con una pestaña de placa recreativa obtendrán en forma gratuita).

The Best of Lansing Festival May 18, 2024 Lansing, Mi

Celebrate the Best of Lansing with the best of the best. From artists and creatives to retail shops and restaurants, the influencers, changemakers, and creators that make this community so unique. If you truly #LoveLansing, The BEST OF LANSING is the ultimate celebration for you — fun, community, and so much more located in Downtown Lansing at the Michigan Capitol.

Celebre lo mejor de Lansing con lo mejor de lo mejor. Desde artistas y creativos hasta tiendas minoristas y restaurantes, los influencers, agentes de cambio y creadores que hacen que esta comunidad sea tan única. Si realmente amas a Lansing, The BEST OF LANSING es la celebración definitiva para ti: diversión, comunidad y mucho más, ubicada en el centro de Lansing en el Capitolio de Michigan.

Michigan's Adventure Opening Weekend May 24 - 27, 2024 Muskegon, Mi

Mark your calendars for Michigan's Adventure Opening Weekend on May 24, 2024! Another AMAZING season awaits and the fun and thrills for everyone officially return for the season. Filled with rides and attractions for every age, Michigan's Adventure is home to some of the best things to do in Michigan.

¡Marque en sus calendarios el fin de semana inaugural de aventuras de Michigan el 24 de Mayo de 2024! Te espera otra temporada INCREÍBLE y la diversión y la emoción para todos

regresan oficialmente para la temporada. Lleno de atracciones para todas las edades, Michigan's Adventure alberga algunas de las mejores cosas para hacer en Michigan.

May 25, 2024 Field Day Fennville, Mi

Kick off summer at Waypost! Join us for the release of Field Beer, a summer wheat beer made with herbs and spices. Spend the day in our backyard, chase some party chickens, and enjoy yard games. Tastebudz and Kitchen 55 food trucks will be onsite all weekend.

¡Empiece el verano en Waypost! Únase a nosotros para el lanzamiento de Field Beer, una cerveza de trigo de verano elaborada con hierbas y especias. Pase el día en nuestro patio trasero, persiga algunas gallinas de fiesta y disfrute de los juegos en el jardín. Los camiones de comida Tastebudz y Kitchen 55 estarán en el lugar durante todo el fin de semana.

Memorial Day Parade May 27, 2024 Holland, Mi

Please join us in honoring those who have lost their lives serving our country at the annual Downtown Holland Memorial Day Parade. The parade starts at 9am, Monday, May 27th. The procession begins at the corner of 8th Street and Central Avenue and continues on to Pilgrim Home Cemetery on 16h Street, where a brief ceremony will take place.

Únase a nosotros para honrar a aquellos que han perdido la vida sirviendo a nuestro país en el Desfile anual del Día de los Caídos en el Centro de Holanda. El desfile comienza a las 9 am del lunes 27 de mayo. La procesión comienza en la esquina de 8th Street y Central Avenue y continúa hasta Pilgrim Home Cemetery en 16h Street, donde se llevará a cabo una breve ceremonia.

Fiesta Mexicana Reflection Lowrider & Classic Car Show



Fiesta Mexicana Lowrider Car Show
Downtown Grand Rapids, MI



1948 Chevy Fleetline owner Diego Tiscareno

1936 Chevy Master owner Diego Tiscareno



1950 Pontiac Silver Streak - Buena Suerte

Homero & Alex Campos



1956 Chevy 210- 4 door
owner Dave Harman

1958 Chevy Impala owner
Diego Tiscareno



1994 Nissan Truck
owner Darnell Spirvy

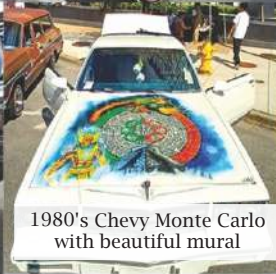
In Speaker Heaven! Owner Don from
Low 4 Life Car Club, Grand Rapids, MI



Car Hopping Lowrider & Classic Car Show
at Fiesta Mexicana - September 9, 2023



Peace out!
Vince Leal hanging
out at Fiesta
Mexicana



1980's Chevy Monte Carlo
with beautiful mural



1962 Chevy Impala owner
Claudia Hernandez

In the Past...
Homiez Only Lowrider Club & the Mexican Cultural Patriotic Corporation presented their First Annual Lowrider Car & Bike Show September 18, 1999 during the Mexican Independence Day Festival.

In Present... recent times
September 9, 2023
Once again, The Fiesta Mexicana (Name change - Mexican Heritage Association of West

Michigan) Lowrider Car Show brought back the car event! Francisco "Chico" Carcini was involved back in 1999 as one of Homiez Only L.C. members. Gabriella de la Vega also was a member of the MCPC was President of MHAWM. Gabriella de la Vega & other board members were able to close Ottawa Ave. N.W., in Grand Rapids, MI. for the Car Show event.

The street was packed with Classic and Lowriders cars from near and far. DJs started to spin out Oldies, Latino and Soul music. On the schedule, Chico had people came out to do break dancing with to the music. We even had a couple of Cars hopping on the street! What a sight to see!
There was huge excitement as everyone was waiting in line Saturday evening for the pres-

entation by Kinto Sol (Hip Hop Group) who was scheduled to sign autographs and take pictures with everyone on Saturday afternoon. Kinto Sol played with a huge crowd coming out to show support!

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Reina Mexicana 2023
Gensis Gonzalez



Kinto Sol with the President of Fiesta
Mexicana, Gabriella de la Vega

La Voz

Natalia Alexandra Gutiérrez Batista (born December 10, 1986) is a Dominican singer, better known by her stage name Natti Natasha. She was signed to Don Omar's label Orfanato Music Group. Her debut EP, *All About Me*, was released on March 28, 2012, by Orfanato Music Group. Her debut album, *Iluminatti*, was released on February 15, 2019, by Pina Records and Sony Music Latin.

On January 13, 2022, Natasha collaborated with the South Korean girl group Momoland on the song "Yummy Yummy Love." This marked her return to singing in English since her debut EP and her first time collaborating with an Asian act.

Natalia Alexandra Gutiérrez Batista (nacida el 10 de diciembre de 1986), más conocida por su nombre artístico Natti Natasha, es una cantante dominicana. Firmó con el sello de Don Omar, Orfanato Music Group. Su EP debut, All About Me, fue lanzado el 28 de marzo de 2012 por Orfanato Music Group. Su álbum debut, Iluminatti, fue lanzado el 15 de febrero de 2019 por Pina Records y Sony Music Latin.

El 13 de Enero de 2022, Natasha colaboró con el grupo de chicas surcoreano Momoland en la canción "Yummy Yummy Love", lo que marca su regreso a cantar en inglés desde su EP debut y su primera colaboración con un acto Asiático.



Natti Natasha

Karol G to Headline Rock in Rio 2024 & More Uplifting Moments in Latin Music



Karol G at Rock in Rio

The “Amargura” singer is set to co-headline Rock in Rio, which will also include performances from Mariah Carey and Ludmilla, among other artists, throughout the festival. Karol G will perform at the Palco Mundo (World Stage) on Sept. 20. Katy Perry, Cyndi Lauper and Ivete Sangalo will also sing at that stage. The Colombian artist is currently on her Mañana Será Bonito Latin America tour, which includes a stop in Sao

Paulo, Brazil on May 10.

La cantante de “Amargura” será coprotagonista de Rock in Rio, que también incluirá actuaciones de Mariah Carey y Ludmilla, entre otros artistas, durante todo el festival. Karol G se presentará en el Palco Mundo (World Stage) el 20 de septiembre. Katy Perry, Cyndi Lauper e Ivete Sangalo también cantarán en ese escenario. La artista colombiana se encuentra actualmente en su gira Mañana Será Bonito por América Latina, que incluye una parada en Sao Paulo, Brasil, el 10 de mayo.

Los Tigres del Norte London Takeover

For the first time ever, Los Tigres del Norte performed in London as part of the European trek. The Mexican icons serenaded fans who rushed to the stage to snap a photo with the emblematic norteño band that has for decades soundtracked Latin multigenerational homes. “London, thanks for an unforgettable night,” the band wrote on Instagram. “We continue to be moved by the energy and affection that we received at our first concert in this wonderful city! The energy and dedication of each one of you made this a unique experience. We take in our hearts every moment we lived and we promise to come back soon.”



Por primera vez, Los Tigres del Norte actuaron en Londres como parte del viaje europeo. Los íconos mexicanos dieron una serenata a los fanáticos que corrieron al escenario para tomarse una foto con la emblemática banda norteña que durante décadas ha puesto banda sonora a los hogares multigeneracionales latinos. “Londres, gracias por una noche inolvidable”, escribió la banda en Instagram. “¡Seguimos conmovidos por la energía y el cariño que recibimos en nuestro primer concierto en esta maravillosa ciudad! La energía y dedicación de cada uno de ustedes hicieron de esta una experiencia única. Llevamos en nuestro corazón cada momento vivido y prometemos volver pronto”.

Tangana at the Guadalajara International Film Festival

Little Spain and C. Tangana will screen *ESTA AMBICIÓN DESMEDIDA*, a film documenting the Spanish artist’s Sin Cantar Ni Afinar Tour, at the Guadalajara International Film Festival, which kicks off June 7 at the Telmex Auditorium. This is the first time the documentary will hit North America. The film, directed by Little Spain, follows C. Tangana for more than four years and reflects on the creation process of his album *El Madrileño*, as well as the launch of the Sin Cantar Ni Afinar World Tour in Spain and Latin America. *ESTA AMBICIÓN DESMEDIDA* premiered at the 71st edition of the San Sebastian Film Festival and became the third highest-grossing documentary in the country in 2023.

Little Spain y C. Tangana proyectarán ESTA AMBICIÓN DESMEDIDA, una película que documenta la gira Sin Cantar Ni Afinar del artista español, en el Festival Internacional de Cine de Guadalajara, que comienza el 7 de junio en el Auditorio Telmex. Esta es la primera vez que el documental llegará a Norteamérica. La película, dirigida por Little Spain, sigue a C. Tangana durante más de cuatro años y reflexiona sobre el proceso de creación de su disco El Madrileño, así como el lanzamiento de la gira mundial Sin Cantar Ni Afinar en España y Latinoamérica. ESTA AMBICIÓN DESMEDIDA se estrenó en la 71 edición del Festival de Cine de San Sebastián y se convirtió en el tercer documental más taquillero del país en 2023.

Shakira Announces Tour

The Colombian superstar has announced the first leg of her 2024 Live Nation-promoted North American tour. *Las Mujeres Ya No Lloran* World Tour — named in honor of Shakira’s new album of the same name — will play multiple arena shows across North America, beginning Nov. 2 in Palm Desert, Calif., and ending Dec. 15 in Detroit.

La superestrella colombiana ha anunciado la primera etapa de su gira norteamericana 2024 promovida por Live Nation. La gira mundial Las Mujeres Ya No Lloran, llamada así en honor al nuevo álbum homónimo de Shakira, se presentará en múltiples estadios en toda América del Norte, comenzando el 2 de noviembre en Palm Desert, California, y finalizando el 15 de diciembre en Detroit.



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SCOOTER'S CARS PAGE



LAVOZ- MAY- 1919 DETROIT ELECTRIC , OWNED BY A COMPANY EXECUTIVE-It's a 1919 model of the largest electric car company from Detroit, 1909 until after 1920. They were called guess what? A DETROIT ELECTRIC. They were powered by, 14 six volt regular car batteries, and put out 25 horse power, with 5 speed ranges in forward and reverse, that could run it at 25 miles per hour for 80 miles. . He had a 100 inch wheel base and tipped the scales empty at, 3950 pounds!



By Scooter

They had front and rear leaf springs and had a very high grade interior and cost an average of \$2800. But if you can find one for sale today the cost will be from \$57 to 59 grand, but almost aloof the ones that are left are owned by family of original assemblers etc. for Detroit Electric. Now a days they are considered the TESLA of the early days of electric powered automobiles!

LAVOZ- MAY- 1967 SILVER COUPE, OWNER X VETTE FACTORY WORKER- Here is a mint sweet 67 Corvette coupe with the



smaller horsepower, big block 427 cube 390 HP V-8 in it with postreaction and 370 gears! So it still rips and gets with the best of the old school rides. Plus it got the super sounding factory side exhaust that was a a few more horse-power, and of course they had a fiberglass body so they came in at a bit less than 3000 lbs. so that didn't hurt the get up and go. This mint, no body damage ever, no underneath rust ever, Vette. also has the AM-FM radio 4 wheel power disc brakes and power power steering. Plus the optional real leather seats, that are done up in a nice blue color similar to the not stock painted hood scoop and nice red line tires. If you ever are looking for an old Vette? This is the one model and engine generally will be asking a higher price than the previous 63 to 67 Vettes except for a very selected optioned 63 split window coupe. I had them and yup, they were "IT" for a while for sure, as the old song says FUN FUN FUN!

LAVOZ - MAY, WHITE 1959 DEVIN SPORTS CAR, OWNER= PETE SIMSON-

Pets Simson's fiberglass bodied DEVIN is an example of the lesser production sports car b modified car that my friend BILL DEVIN built in California with much racing success in that SCCA class. This one has a Chevy 327 of about 400 HP but it looks like it has a little 283 Chevy V-8 in it. These things are lighter than the 50s Corvettes a bunch and came with all wheel discs before GM was even thinking of them. so they had a massive advantage when street or track racing. Bill had his shop in the same area as those back then like Mickey Thompson and even a famous guy from Texas named Carroll Shelby and other racers hung out at Bill's shop. I have lots of those stories to tell a car person for sure. Anyway Bill's Devin's were doing it big time until a bigger biggie came along and bought him out and Bill was getting older and he and his wife went back to Oklahoma and took it easy with enough to have a large size soda ever so often. Nice guy, nice car my friend, SCOOTER !



LAVOZ MAY-RED 1968 FORD TORINO GT, OWNER= MARK M-

This vintage, sporty 1968 red Ford Torino GT only cost \$2747 back in 1968! The average value of one like this today is around, \$44385! Mark M. is the proud owner of it and is having fun and making memories with it. Its running a 302 V-8 with a 4 barrel carb putting out about 300 horsepower, and it could have came with the 428 or super fast 427 choice of more horsepower if you wanted to have to burn high test gas, (aka premium gas), Marks Torino has NEVER had any rust and is original and looks goes and stops like it was new!

MAY LAVOZ- LIGHT BLUE, 1910 BUSH CAR, BY ALANSON P. BRUSH-

This super rare BRUSH was seen by Scooter at the gigantic NEW- PORT INDIANA HILL CLIMB FOR ONLY PRE, WORLD WAR 2 VEHICLES. IT IS THE 6 TH LARGEST AUTO EVENT IT ALL OF INDIANA!!! OK, Here goes, it's running a one cylinder 10 horsepower engine and can get to about 27 or 28 MPH maxed out on flat ground. It's almost all White Ash Wood. It tips the scales at 800 pounds without anyone in it ! Boy, they sure don't make them like they used to, but it





Illiana Aurora Morales

Talented individual of Mexican and Puerto Rican descent. With a Passion for Health Care, whom aspires to transition from her current career role as a Pharmacy Technician to become an Oncology or Neurology Nurse in the next 2 years. In addition, Illiana Dreams of breaking into the Modeling Industry, aiming to join a Modeling Agency and excel in E-Commerce & Glamour Modeling. Illiana's determination & diverse interests make her a promising force to be reckoned with. Hobbies are Modeling, being a Brand Ambassador for Mitten Ties. Love collaborating and being in front of the camera, enjoy photography, fitness, outdoor exploration & more. Love learning new things especially in the psychology, anatomy & mind development studies. I look forward to becoming a future advocate for Alzheimer's & Dementia Awareness. I have a deep appreciation for my culture although I'm not fluent in speaking Spanish, I'm inviting the challenge to become more skilled in communicating the language. I love Family time with my son teaching him & guiding him with Positive Creativity in trying new hobbies. Family is something very important to me because it gives me the Love & Support needed to be where I am today & for that, I Am Thankful!

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2024 MAY MODEL SEARCH



Sleeping Better with Allergies and Sinusitis

Dormir mejor con alergias y sinusitis

Getting a good night's sleep with allergies or sinus problems can be challenging. We need a healthy nasal airway to breathe easy throughout the night and be happy, healthy, and productive the next day.

Allergies, sinus infections, and other causes of nasal obstruction force us to breathe almost exclusively through our mouths. Nasal breathing is important because it passes more oxygen through to active tissues and activates the part of the nervous system that promotes rest through slower heart rate, recovery, and digestion.

What is the difference between allergies and sinus problems? Allergies and sinusitis – conditions that cause cavities around the nasal passage to become inflamed – can be easily confused with one another because their symptoms are similar.

With both sinusitis and allergies, your nose and sinuses get stuffed up. With allergies, however, nasal passages and sinuses swell because they are reacting to things you are allergic to, like dust mites, pollen, mold, or pet dander.

Sinusitis usually develops because of allergies or from a cold. Sometimes, it's from bacteria that cause an infection. The Centers for Disease Control and Prevention (CDC) states that, a condition in which the cavities around the nasal passage become inflamed. This can feel like an overwhelming amount of pressure and fullness in the cheeks, around your eyes and nose, and above the brow on your forehead.

Why do sinus issues/sinusitis get worse at night? Sinusitis is never a walk in the park, but it can be particularly troublesome at night. Allergies, in general, are worse at night for multiple reasons. Our bedrooms tend to have the highest concentration of dust mites in our homes, and nasal congestion can worsen when we lie down because blood flow increases in our heads. Plus, any pollen that lingers on your skin and hair can stick to your bedding.

Sleep can be disturbed when these allergens irritate our nasal passages and make it difficult to breathe.

How to alleviate sinus issues and allergies before bedtime. If you're having a tough time sleeping, give some of these tips a try:

Avoid drinking alcohol before bed: Refraining from alcohol consumption means you won't be dehydrated, which can be another trigger for sinus problems. The same goes for caffeine. Stick with water and decaffeinated beverages in the hours before you go to sleep.

Consider allergy meds: Talk to your primary care provider about antihistamines and whether they're right for you. Over-the-counter allergy medications can help control allergy symptoms.

Keep your bedroom clean: A bedroom free of dust, pet dander, and pollen in the air and on surfaces can lead to good, uninterrupted sleep. Clean and disinfect your room often, and consider keeping pets out of the room and off your bed. You should also wash your pillowcases and bedsheets often.

Use a humidifier: A humidifier can help soothe dry sinus passages and moisten the air in your bedroom.

If you believe your sinus issues are severe, contact your primary care provider. It may be wise to schedule an appointment to get to the root of your sinus or allergy issues. The two of you can put together a treatment plan to bring you some relief and help you sleep better at night.

Dormir bien por la noche con alergias o problemas sinusales puede ser un desafío. Necesitamos unas vías respiratorias nasales sanas para respirar tranquilos durante la noche y estar felices, sanos y productivos al día siguiente.

Las alergias, las infecciones de los senos nasales y otras causas de obstrucción nasal nos obligan a depender de respirar casi exclusivamente por la boca. La respiración nasal es importante porque hace pasar más oxígeno a los tejidos activos y activa la parte del sistema nervioso que promueve el descanso a través de un ritmo cardíaco más lento, la recuperación y la digestión.

¿Cuál es la diferencia entre alergias y problemas sinusales?

Las alergias y la sinusitis (afecciones que provocan que las cavidades alrededor del conducto nasal se inflamen) pueden confundirse fácilmente entre sí porque sus síntomas son similares.

Tanto con la sinusitis como con las alergias, la nariz y los senos nasales se tapan. Sin embargo, en el caso de las alergias, los conductos nasales y los senos nasales se hinchan porque reaccionan a cosas a las que usted es alérgico, como los ácaros del polvo, el polen, el moho o la caspa de las mascotas.

La sinusitis generalmente se desarrolla debido a alergias o a un resfriado. A veces es por bacterias que causan una infección. Los Centros para el Control y la Prevención de Enfermedades (CDC) afirman que es una afección en la que las cavidades alrededor del conducto nasal se inflaman. Esto puede sentirse como una presión abrumadora y plenitud en las mejillas, alrededor de los ojos y la nariz, y encima de la ceja en la frente.

¿Por qué los problemas de los senos nasales o la sinusitis empeoran por la noche?

La sinusitis nunca es un paseo por el parque, pero puede ser particularmente problemática por la noche. Las alergias, en general, empeoran por la noche por múltiples motivos. Nuestros dormitorios tienden a tener la mayor concentración de ácaros del polvo de nuestras casas y la congestión nasal puede empeorar cuando nos acostamos, porque aumenta el flujo sanguíneo hacia nuestra cabeza. Además, cualquier polen que permanezca en la piel y el cabello puede adherirse a la ropa de cama.

El sueño puede verse alterado cuando estos alérgenos irritan nuestras fosas nasales y dificultan la respiración.

Cómo aliviar los problemas de los senos nasales y las alergias antes de acostarse

Si tiene dificultades para dormir, pruebe algunos de estos consejos:

- Evite beber alcohol antes de acostarse
- Considere los medicamentos para las alergias
- Mantenga su dormitorio limpio
- Utilice un humidificador

Si cree que sus problemas sinusales son graves, comuníquese con su proveedor de atención primaria. Puede ser aconsejable programar una cita para llegar a la raíz de sus problemas sinusales o de alergia. Ustedes dos pueden elaborar un plan de tratamiento que le brinde algo de alivio y le ayude a dormir mejor por la noche.



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May La Voz Models

Keelan Savage



Welcome to The Sping Fling kick-off series. Introducing Miss Keelan Savage from downriver in Michigan., You may of not know her today but you will tomorrow, and all summer & fall as her modeling career is rising! She is the most talked about new talent in the Great Lakes State of Michigan. She is known for her glow work but recently is taking her classy, sassy & sexy modeling style center stage and on her way to the red carpet. She recently attended an open house for the community voice and simply stole the show with her AMAZING ABILITY. The photos are courtesy of Ira Paul, Jake King & Jennifer Lynn Fisher



Michael Farage "Cool Mike"

For details contact Mike at: CCCougar11@aol.com, with all your concerns, comments & questions.

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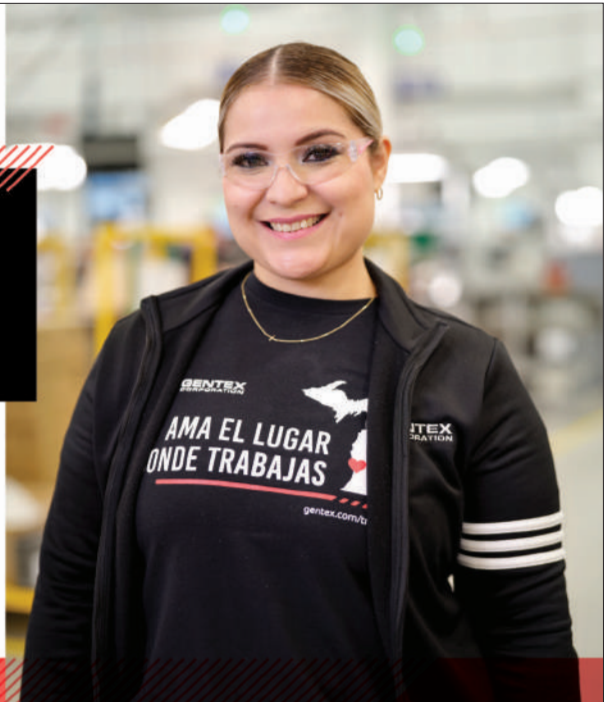
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