

Meet Puerto Rico to Launch First-Ever US Latino Marketing Campaign With Some of the Nation's Most Influential Hispanic-American Organizations

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Washington, DC – **WHO:** **Meet Puerto Rico** is a non-profit organization established in 1962 to drive meetings, conventions, trade shows and incentive groups to Puerto Rico. With offices in San Juan and the US, for more than 54 years Meet Puerto Rico has been the DMO for meetings and conventions strengthening Puerto Rico's competitive position.

WHAT: Meet Puerto Rico (MPR) will launch its first-ever a national campaign targeting the US Latino community with support from some of the nation's top US Latino organizations including National Association of Latino Elected Officials, National Council of La Raza, US Hispanic Chamber of Commerce, LatinaStyle and National Hispanic Publishers Association. MPR will also address President Trump's travel ban and its impact on the US tourism industry and unveil details about a forum on this issue.

WHERE:

EFE News Bureau

1220 National Press Club

Washington, DC 20045

WHEN: March 1, 2017 at 10 am - 11 am

WHY: Puerto Rico is one of America's best kept secrets. As a US territory, Americans can travel to Puerto Rico without a passport and enjoy 500 years of rich Latin America history. Since last year, some of the world's leading groups such as the Centers for Disease Control, ICANN and others have returned to San Juan to hold their global conferences. Puerto Rico is one of the safest travel destinations in the Americas and has the most sophisticated infrastructure in the Caribbean. Learn more @ MeetPuertoRico.com

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CONTACT:

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