



## **"Sounds like Puerto Rico" Series wins three Emmy Awards**

The videos were recognized as best magazine series, cinematography, and editing

San Juan, Puerto Rico, December 12, 2021- The video series "Sounds like Puerto Rico" was awarded last night with three accolades during the 45th Annual Suncoast Regional Emmy® Awards.

The videos produced by Discover Puerto Rico, the Island's Destination Marketing Organization (DMO), were distinguished as best magazine series, cinematography, and editing.

"Sounds like Puerto Rico" was nominated in five categories, including best writing and direction. The series sought to educate potential visitors about the Island and its peculiarities in an entertaining way, generating inspiration and travel ideas for future visitors.

"We are thrilled with these awards that recognize the talent and effort of our Discover Puerto Rico team. This series shows that we can change how consumers perceive our Island with creativity and passion, as shown by the winners. It is a series that connects our potential visitors with Puerto Rico in an inspiring way, highlighting aspects of our unique culture, landscapes, and products," said Brad Dean, CEO of Discover Puerto Rico.

"Winning an EMMY is one of the highest honors in our industry. Receiving three in one night reflects the quality, dedication, and collaborative work of Discover Puerto Rico's team. We dedicate this award to the tourism industry we serve and our Island. You are the ones who inspire us," said Jean Paul Polo, director of Creative Strategies at Discover Puerto Rico.

The series, produced entirely by our local talent, takes viewers on a journey to learn Puerto Rican sounds and lingo and covers various topics, including nature, music, culture, history, and coffee.

Clips from this series were used in the video recently projected during the Bad Bunny concerts at the Hiram Bithorn Stadium in San Juan, said Ari Maniel Cruz, the cinematographer that oversaw the artist's video production.

"We have used Discover Puerto Rico footage in several major projects including, 'Sounds of the Rum Capital' by Ronés de Puerto Rico and a video for the Bad Bunny Concert in Puerto Rico. Their cinematographic and technical quality is of the highest level and makes them worthy of this recognition," Cruz said.

*Here is the list of awards won by the series "Sounds like Puerto Rico" during the 45th Annual Suncoast Regional Emmy® Awards:*

- Editor - Long Form Content: Manuel Pimentel



- Photographer / Cinematography- Long-Form Content: Darlien Morales, Jean-Paul Polo
- Magazine Program (Series): Jean-Paul Polo, Darlien Morales

*Video links:*

[Sounds Like Puerto Rico Ep. 1: Coquí in the Rainforest - YouTube](#)

[Sounds Like Puerto Rico Ep. 2: ¡Vamos a surfear! \(Let's Surf!\) - YouTube](#)

[Sounds Like Puerto Rico Ep. 3: Café, por favor \(Coffee, please!\) - YouTube](#)

[Sounds Like Puerto Rico Ep. 4: Birds in Paradise - YouTube](#)

[Sounds Like Puerto Rico Ep. 5: Métele dembow \(Drop the Beat\) - YouTube](#)

###

About Discover Puerto Rico:

Discover Puerto Rico is a newly established, private, not-for-profit Destination Marketing Organization (DMO) whose mission is to make Puerto Rico visible to the world as a premier travel destination. The DMO brings prosperity to the people of Puerto Rico by collaboratively promoting the Island's diversity and uniqueness for leisure and business travel and events. It is responsible for all global marketing, sales, and destination promotion. It works collaboratively with key local governmental and non-governmental players throughout Puerto Rico's visitor economy and the community at large to empower economic growth. To discover all the beauty the Island has to offer, visit [DiscoverPuertoRico.com](http://DiscoverPuertoRico.com).