



## Discover Puerto Rico and Rolling Stone en Español Magazine Promote Puerto Rico as a Tourist Destination in Bogotá

*A celebration of Puerto Rico in the historic center of the Colombian capital*

San Juan, Puerto Rico, July 10, 2023 – Discover Puerto Rico and [Rolling Stone](#) en Español magazine joined forces to promote Puerto Rico as a tourist destination during an event celebrating Puerto Rican heritage in Bogotá, Colombia.

The Faenza Theater of the Historic Center of the Colombian capital became a great catwalk where the Puerto Rican designer Herman Nadal, showed some of his pieces, and the participants, including "influencers," celebrities, journalists, and people associated with the tourism industry experienced a Puerto Rican atmosphere.

"Grateful to Discover Puerto Rico and Rolling Stones en Español for giving me the opportunity to share Puerto Rican culture with the world, using our diversity and folklore as the main inspiration. Showing our culture through fashion allows the world to learn more about us as Puerto Ricans, so I feel proud to bring a piece of Puerto Rico to Colombia and share what makes us unique," said Nadal.

Several aspects of Puerto Rican culture were exposed during the event, including cocktails by Casa Bacardi and music by Puerto Rican and Latin-American exponents.

"This event allows the Colombian audience to taste a piece of Puerto Rican culture and flavor that makes our destination unique. Our music, cocktails, and fashion were exposed to a special audience in collaboration with a lauded publication such as Rolling Stone en Español," said Davelyn Tardi, Communications Manager of Discover Puerto Rico.

This is the second collaboration between Discover Puerto Rico and Rolling Stone en Español. In February, the magazine published a series of articles based on the musical contributions of Puerto Ricans and highlighted in its pages the Boricua singer Pedro Capó.

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