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CONTACTS:
Ashley Carter
(856) 236-9439, ashley@visitphilly.com

Natalie Peralta
(267) 367-7746, natalie@visitphilly.com

Follow the Footprints: Visit Philadelphia Unveils 11 Installations Honoring Hispanic and Latino Changemakers

Las Huellas invites residents and visitors to discover the stories of Hispanic and Latino changemakers through colorful footprint installations and a self-guided audio trail across Philadelphia.

PHILADELPHIA, Oct. 19, 2026 — Today, Visit Philadelphia launched *Las Huellas*, a self-guided audio trail that brings to life the stories of Hispanic and Latino changemakers, past and present. Meaning "the footprints" in English, *Las Huellas* features 11 footprint-shaped installations at well-known landmarks and beloved community destinations throughout Philadelphia.

The featured changemakers include award-winning chefs, artists, community advocates and civic leaders whose contributions have helped shape Philadelphia and the nation. Their stories come to life at familiar restaurants, museums, neighborhood landmarks and cultural institutions, inviting residents and visitors to discover the people behind these places while exploring the city.

Visitors can scan a QR code at each installation to hear the featured changemaker's story in English or Spanish. The experience is available through November 19, 2026.

"Philadelphia would not be what it is today without the contributions of our Hispanic and Latino communities," said Daniel Davis, director of cultural marketing at Visit Philadelphia. "We chose footprints because they represent the mark someone leaves behind. Through *Las Huellas*, we're giving residents and visitors a chance to discover the people who helped shape our city, explore the places connected to their stories and see how much Hispanic and Latino culture has shaped the history of Philadelphia and the nation."

Local Artists Bring the Stories to Life

Each *Las Huellas* installation features original artwork created by three Philadelphia-based artists: Cindy Lozito, Manuela Guillén and Fabiola Lara. Their colorful designs reflect the stories and contributions of the featured changemakers, bringing their stories to life in public spaces across the city.

Lozito, whose murals and illustrations appear throughout the city, is also one of the artists behind Philadelphia's *Bells Across PA* installations for America250. Guillén has collaborated with brands including Starbucks, while Lara is known for her playful illustrations and mini-print vending machines throughout Philadelphia.

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Members of Philadelphia's Hispanic and Latino communities, including some of the featured changemakers themselves, also lent their voices to the audio stories.

"People walk past these places every day without realizing the history behind them," said Jennifer Rodriguez, president of the Greater Philadelphia Hispanic Chamber of Commerce and one of the voices featured in the audio experience. “You may not be able to walk a mile in someone’s shoes, but *Las Huellas* allows you to anchor yourself in the places they made history happen and learn how they paved the way for others.”

Meet the Changemakers

Located outside businesses, attractions and landmarks throughout the city, the installations invite people to stop, discover a new story and explore the places around them.

1. **Cristina Martinez** founded South Philly Barbacoa, bringing the traditional slow-cooked Mexican dish to a global audience.
   Footprint: South Philly Barbacoa, 1134 S. 9th Street
2. **Diego Rivera**, one of history's most influential muralists, helped shape Philadelphia's artistic legacy.
   Footprint: Mural Arts Philadelphia headquarters, 1727-29 Mount Vernon Street
3. **Dr. Carmen Febo San Miguel** helped build Taller Puertorriqueño, Pennsylvania's largest Puerto Rican and Latino arts organization; she served as chair of its board of directors for 14 years and executive director for 22 years.
   Footprint: Taller Puertorriqueño, 2600 N. 5th Street
4. **Dr. Carlos Martínez Rivera** developed a conservation safety net to help protect a Caribbean frog species from extinction.
   Footprint: The Franklin Institute, 222 N. 20th Street
5. **Enerolina Melendez** has led the Dominican Grocers Association since 2023, building on more than two decades of community involvement. Since 1998, she has advocated for neighborhood bodegas and small-business owners, representing thousands of local businesses.
   Footprint: Dilworth Park, near 15th Street & John F. Kennedy Boulevard
6. **Iris Brown and Tomasita Romero,** alongside Grupo Motivos, united Puerto Rican women in the early 1980s to create vibrant community spaces where children and neighbors could gather, connect and thrive.
   Footprint: Las Parcelas, 2248 N. Palethorp Street
7. **Jesse Bermudez** founded Philadelphia's Asociación de Músicos Latino Americanos (AMLA) and supported Latino music and arts education for more than 40 years.
   Footprint: Painted Bride Art Center, 4029 Cambridge Street
8. **José Garces**, an Iron Chef and James Beard Award-winning chef, helped introduce Philadelphia diners to new Latin flavors and culinary traditions.
   Footprint: Amada, 217-219 Chestnut Street
9. **Judge Nelson Díaz** authored the Díaz opinion, which helped reshape federal housing policy and advance mixed-income communities.
   Footprint: Dilworth Park, 1 S. 15th Street

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10. **Sofia Deleon** founded El Merkury, introducing more Philadelphians to Central American street food.
    Footprint: Reading Terminal Market, 1136 Arch Street
11. **Rev. Luis Cortés Jr.** founded Esperanza in 1986, expanding access to education, jobs and affordable housing in Hunting Park.
    Footprint: Esperanza Arts Center, 4261 N. 5th Street

Bonus online story: Luis "Lou" Castro became the first Hispanic player in Major League Baseball in 1902. His story is featured online because Shibe Park, later known as Connie Mack Stadium, is no longer standing. Though the original ballpark is gone, Castro's contribution to baseball history remains an important part of *Las Huellas*.

Part of Visit Philadelphia's Indivisible Series

Las Huellas is the last installment of Visit Philadelphia's *Indivisible* series, which celebrates the cultural history of Philadelphia and the nation during America's 250th anniversary, highlighting the people and communities whose contributions have helped shape our shared history.

Visit Philadelphia committed 25% of its 2026 marketing budget to reaching diverse audiences. Paid advertising to support the initiative will reach audiences in Philadelphia, New York City, Baltimore and Washington, D.C., through streaming platforms and social media.

For the complete audio experience and more information about the featured changemakers, visit visitphilly.com/huellas.

About Visit Philadelphia:

Visit Philadelphia® is our name and our mission. As the region's official tourism marketing agency, we build Greater Philadelphia's image, drive visitation and boost the economy. On Greater Philadelphia's official visitor website, visitphilly.com, visitors can explore things to do, upcoming events, themed itineraries and hotel packages.

Compelling photography and videos, interactive maps and detailed visitor information make the site an effective trip-planning tool. Visitors can also find loads of inspiration on Visit Philly's social media channels.

Note to Editors: For high-resolution photos and high-definition B-roll of Greater Philadelphia, visit the Photos & Video section of visitphilly.com/mediacenter.

Visit Philadelphia's work is supported by multiple funding partners, including the Commonwealth of Pennsylvania. VisitPA.com.

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