



Discover Puerto Rico and AFAR Join Forces on United Voices, a New Program for Emerging Puerto Rican Content Creators

Participants will be selected for a summit in Puerto Rico to develop stories with the travel publication's editors highlighting diversity, sustainability efforts, and Puerto Rican culture across AFAR channels.

San Juan, Puerto Rico, February 21, 2023 – Discover Puerto Rico and AFAR are excited to announce the launch of the United Voices by AFAR project, a travel media platform that supports emerging talent, pairs them with established editors, and provides professional enrichment, hands-on experiences, and paid opportunities to empower collaboration, the exchange of ideas, and awareness of Puerto Rico as a tourist destination. Four content creators (two writers, a video director, and a photographer), will work with AFAR editors to publish a series of original stories highlighting the Island's diversity, culture, and sustainability efforts.

Participants will receive a \$500 honorarium and free transportation, lodging, and meals during the three-day immersion program to document stories that will be published between May and November 2023. Similarly, AFAR will provide additional compensation for content generated during the program.

"With the United Voices by AFAR partnership, we hope to showcase sides of Puerto Rico that travelers may not see: hidden natural wonders, ways the Island is building climate resilience, and opportunities to experience the distinctive Puerto Rican culture. We're looking forward to learning from Puerto Rico's dynamic content creators, seeing the Island through their eyes, and working together to tell meaningful stories that bring to life the heritage, beauty, and creativity of Puerto Rico," said AFAR digital content director Laura Dannen Redman.

The initiative seeks to develop skills for travel content and allows for future collaborations between the creators and AFAR.

"This program allows new voices to share stories that clearly and profoundly show what makes Puerto Rico a unique destination for travelers. It is an opportunity to share real stories that captivate audiences with the essence of Puerto Rican culture, and who better than Puerto Rican content creators to tell those stories they know so well. It's a great opportunity for new voices in content creation to share their vision of why our Island is so special," said Dalissa Zeda Sánchez, Discover Puerto Rico's director of digital marketing.

The project seeks to generate energetic, friendly, optimistic, and inspiring content. The stories should invite visitors to come to Puerto Rico, thus strengthening the local industry. Those interested in participating must be full-time Puerto Rico residents, fluent in English, and able to attend the summit in Puerto Rico from April 25-27, 2023. To be considered, content creators interested in the program should complete an application and propose a story to develop together with the AFAR editors. The pitch



should include a proposed headline for AFAR.com, a 50-word synopsis, and a list of possible interviews, locations, and other subjects to consider. Recommended topics include Undiscovered Puerto Rico, Climate Change and Sustainable Travel, Arts, Culture, and History. Participants should also submit a brief personal biography (under 100 words) and 2–3 writing clips, videos, or images.

Applications must be submitted on or before 11:59 p.m. EST on March 19, 2023. For more information, visit afar.com/magazine/united-voices.

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About AFAR

AFAR is a multimedia travel company with a mission to make a positive impact on the world through high-quality storytelling that inspires, enriches, and empowers travelers. AFAR launched as a print travel magazine in 2009 in San Francisco and has grown into a critically acclaimed brand across multiple platforms with an international team. AFAR includes AFAR magazine; AFAR.com; Learning AFAR, a nonprofit providing under-resourced students with life-changing travel experiences; AFAR Experiences, an immersive travel event series; and AFAR Advisor, a B-to-B platform inspiring and empowering the world's best travel advisors.