



Discover Puerto Rico and The New York Times Launch Video Series Featuring Roberto Clemente's Special Places on the Island

Across three videos, Luis Clemente, the son of the legendary baseball player, explains why La Parguera, El Yunque, and Aguadilla were special places for him and his family.

San Juan, Puerto Rico, April 29, 2024— Discover Puerto Rico and The New York Times today released a series of promotional videos highlighting baseball legend Roberto Clemente's connection to some of the Island's top tourist areas.

The initiative calls for baseball enthusiasts to explore Clemente's deep connection to Puerto Rico and walk in the footsteps of the star player beyond the stadiums and the playing fields. "Few figures in sport are as recognized in the world for their skills and human quality as Roberto Clemente. We want visitors to experience that connection and explore the same landscapes that inspired Clemente and generated that unwavering love for Puerto Rico and its culture," said Brad Dean, Chief Executive Officer of Discover Puerto Rico.

Luis Clemente, the Puerto Rican star's son, narrates the videos. One of the videos highlights Clemente's favorite vacation spot in Puerto Rico: La Parguera in Lajas. Another installment highlights how Clemente frequented El Yunque every offseason. It was one of his favorite places to find peace and recharge after a long Major League Baseball season. Aguadilla, meanwhile, was the town where Clemente offered his last baseball clinic days before the plane crash that claimed his life in 1972.

In addition to the connection with Clemente, the videos explore successful tourist offerings in the area. The local commerce highlighted in these places includes cafes, surfing shops, hotels, and a natural juice bar.

Discover Puerto Rico is running several initiatives to highlight the destination among sports lovers, including a new section on the Discover Puerto Rico website dedicated exclusively to promoting Puerto Rican baseball.

[The Legacy of a Baseball Legend \(nytimes.com\)](https://www.nytimes.com)

[Puerto Rico the Clemente Way \(nytimes.com\)](https://www.nytimes.com)

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