



# 2009 Garifuna Exporter Award Winner will Visit New York City

*Promoting Garifuna Economic Development*

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**Bronx, New York** - New Horizon Investment Club is happy to announce that Lina Hortensia Martinez, president of Wabagari Distribution and winner of a 2009 Honduran Presidential Award as Rookie Exporter of the Year will visit New York City during the month of September.

The award recognizes the commitment, entrepreneurial efforts of the exporting companies of nontraditional products which contribute in a significant way to the economic growth of Honduras through successful exports to the international markets. Wabagari has been exporting cassava to the United for 18 months.

To celebrate this historic milestone in Garifuna History, New Horizon Investment Club extended an invitation to Ms. Martinez to visit New York City as their guest of honor at the Second Garifuna Food and Art crafts Expo on Saturday, September 5<sup>th</sup> from 4:00 PM to 10:00 PM, at 985 Tinton Avenue (Between 164 and 165 St), where visitors will be able to purchase traditional Garifuna foods, like cassava, darasa, bounu, hiyu and many more, as well as enjoy cultural presentations by J Dove Productions and Chief Joseph Chatoyer Folkloric Ballet of New York.

In addition, Ms. Martinez will share her experience as a Garifuna woman entrepreneur during a seminar entitled "The Garifuna Culture as a Source of Economic Development" to be presented on Saturday September 12<sup>th</sup>, 2009 from 2-4 PM at the Garifuna Advocacy Center, which is located at 391 East 149<sup>th</sup> Street, RM 215 Bronx NY 10455

Ms Martinez developed a business based on cassava, a staple Garifuna food produced by Garifuna micro entrepreneur women in Honduras; whose average monthly family income is US\$120. She wanted to empower the women and create employment for them. In 2004, she started recruiting Garifuna women who had solid foundations in the traditions, and founded the Honduran Women Association of Cassava Producers and Wagabari Distribution to export the Cassava.

She will conclude her visit in New York by participating with New Horizon Investment Club in the 13<sup>th</sup> Annual International Honduran and Central American Parade of the Bronx.

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Garifuna Products Distribution

