

PRStrongWepa Returns to the National Puerto Rican Day Parade with Two Spectacular Floats Celebrating Puerto Rico.

Presented By PRStrongWepa  
Raíces De Borinquen Float

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PRSTRONG

RAÍCES  
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BORINQUEN

ROOTS OF BORINQUEN

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SUNDAY  
JUNE  
14TH

UNIDOS POR NUESTRAS RAÍCES ★ ORGULLO BORICUA ★ UN SOLO PUEBLO ★ UNA SOLA BANDERA

**New York City, New York Jun 10, 2026 ([IssueWire.com](http://IssueWire.com))** - The Puerto Rican diaspora community platform PRStrongWepa is proud to return to the National Puerto Rican Day Parade for its third consecutive year, bringing an even bigger and more ambitious celebration of Puerto Rican culture to New York City's iconic Fifth Avenue.

This year, PRStrongWepa will present not one, but two visually stunning floats, appropriately named "Raíces de Borinquen" and "Legado de Borinquen," designed to take the more than one million spectators expected to attend on a powerful journey through Puerto Rico's history, traditions, and cultural legacy.

The focus of this year's presentation is simple: tell the story of Puerto Rico through art, imagery, and culture. Both floats will feature breathtaking custom artwork created by talented Puerto Rican artists, including acclaimed artist Alex Rivera, whose work helps bring the island's rich history and heritage to life.

The celebration will also feature an impressive lineup of special guests and cultural ambassadors, including WWE Superstar Damian Priest, professional boxer Edgar Berlanga, social media phenomenon Adriel 'Word Life' Ruiz, on-air personality from [HOT 97](#) & accomplished actor Ken Starrz, rising amateur boxing prospect Bam Bam Ortiz, Josh Garcia accomplished dancer & actor who has danced with countless celebrities and many other notable members of the Puerto Rican community.

PRStrongWepa recognizes that none of this would be possible without the incredible support of its sponsors and partners. Special thanks are extended to [TKO Group Holdings](#), [WWE](#), [Zuffa Boxing](#), Fragancias Pitorro, La Fonda NYC Restaurant, artists Natalis Ruby and Bellio, NY Deli, Unique Tint, DJ Easy, DJ XTenz, and the many businesses and individuals who have contributed to making this vision a reality.

Additional recognition is owed to Orios Designs, Lourdes Ortiz, Word Life, Alex Rivera, and the entire graphics/media team whose dedication will help document and share these unforgettable moments with audiences across the world.

"What began as a community effort has evolved into a movement dedicated to celebrating Puerto Rican culture, preserving our history, and bringing our people together," said PRStrongWepa representatives. "This year's floats are more than parade entries. They are moving tributes to our ancestors, our traditions, and the generations that continue to shape Puerto Rico's story."

As the Puerto Rican community gathers in New York City for one of the largest cultural celebrations in the world, PRStrongWepa invites everyone to experience the artistry, passion, and pride of 'Raíces de Borinquen' and 'Legado de Borinquen' as they travel down Fifth Avenue on June 14.

Together, they tell a story that spans generations and reminds the world that while Puerto Rico may be small in size, its culture, influence, and legacy are truly global.



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