

La Pulga And Vecinos Join Forces To Launch “La Pulga Y Sus Vecinos,” A New Digital Home For The Latino Community



Bisbee, Arizona Oct 16, 2026 ([Issuewire.com](https://www.issuewire.com)) - La Pulga and Vecinos today announced a strategic partnership to launch La Pulga y sus Vecinos, a new digital community platform designed to connect, protect, inform, and empower the Latino community. Powered by Vecinos technology, the platform is scheduled to launch in Las Vegas before the end of 2026, with plans to expand to additional Latino communities across the United States.

La Pulga y sus Vecinos will bring people, businesses, services, trusted information, community organizations, and civic participation together within one purpose-built digital ecosystem. Residents, families, entrepreneurs, local businesses, and service providers will be able to connect, discover opportunities, access services, buy and sell, share information, and build stronger local relationships.

The partnership combines Vecinos' technology, product, and digital infrastructure with La Pulga's established community presence and deep relationships within Latino communities. Together, the organizations aim to transform existing community connections into meaningful economic, social, and civic opportunities.

"Technology should be built around communities not communities around technology," said Ramiro Marini, Founder & CEO of Vecinos. ***"Our goal is to provide digital infrastructure that helps turn community connections into opportunity while ensuring the community benefits from the technology."***

The platform is built around four core principles: Connect. Protect. Inform. Empower. It will incorporate community groups, marketplaces, local services, businesses, events, opportunities, identity and verification capabilities, and other useful community resources. Privacy and trust will remain central to the platform's development, with an emphasis on responsible technology, transparency, data minimization, security, and responsible use of personal information.

"La Pulga has always been about community people helping one another, businesses reaching customers, and families finding what they need," said Christian Hernandez Vela, Founder & CEO of La Pulga. "La Pulga y sus Vecinos gives that community a digital home to connect, grow, do business, become better informed, and have a stronger voice."

The platform also aims to create greater economic opportunity for Latino entrepreneurs, independent workers, family businesses, and service providers while helping community members access relevant and trustworthy information.

About La Pulga

For approximately 14 years, Christian Hernandez Vela has helped build La Pulga from a Las Vegas community initiative into a nationally recognized network serving Latino communities. La Pulga has developed relationships with residents, entrepreneurs, businesses, organizations, and community leaders and now includes more than two million members across the United States. Its community-focused approach and understanding of Latino language, culture, needs, and ambitions will play a central role in the launch of La Pulga y sus Vecinos.

About Vecinos

Vecinos is a technology company developing integrated digital infrastructure for communities. Its platform brings together community interaction, local groups, marketplaces, services, businesses, advertising, payments, identity, and verification capabilities within a configurable digital ecosystem.

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