

Hispanic Heritage Essay



Yanira Cardona

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“Saludos mi gente this is your amiguita Yaya Love!” This the phrase Ms. Yanira Cardona aka Yaya says when she greets her listeners on the air. Yanira Cardona has made a significant contribution to the Jacksonville community. Some ways she has contributed to our community is by hosting family events, providing marketing and promotional services and motivating young girls. This is how she has impacted our community.

To begin with, Yanira created family events for the Hispanic community. These family events were free and open to all people. She provided educational, health services, and food items at the community events. Cardona also helped people register to vote in the 2014 until now election with “Color Jax Blue”. She helped organize three Latina Hot Summer Fiesta festivals held at the Jacksonville Landing. The festivals helped celebrate the Hispanic culture. Many people in Jacksonville do not know how many people are Hispanic and there’s actually a lot. “The events brought the Hispanic and African American culture together, since both cultures have so much in common.” (Yanira, 2020). The people attending the festival were able to watch movies, learn how to build friendships, and support small business at the market.

In addition, to her hosting family events Yanira worked to provide marketing and promotional services. Through her love for radio she was able to work with upcoming Latino artist such as Marco Antonio Solis, Luis Fonsi, and Elvis Crespo. The skills Cardona learned in school allowed her to grow in her career. She worked hard to make sure that the Hispanic Culture in Jacksonville was experienced by all.

Consequently, Cardona an Afro Latina inspired young girls. She is determined and caring. By always wearing her curly brown hair she has inspired me. Even though I don’t like to have my curly hair out, it lets me know that my natural hair is a part of me and what make me,

me! Yanira has said that no matter the color of your skin we are one together. In conclusion, Cardona shared that her goal is to unite the Hispanic and African American cultures as one.

Yarnia Cardona show us each day that unity is important in our community and her contributions has made us become one. She has contributed to our community by hosting family events, providing marketing and promotional services and motivating young girls. We are so happy to celebrate her and her contributions to our community.

Bibliography

Yanira Cardona, interview by Naomi McDuffie, September 30, 2020, interview 1, transcript.