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House of Representatives

HONORING GUENET GITTENS-ROBERTS AS A DISTINGUISHED LEADER IN CENTRAL FLORIDA FOR CARIBBEAN HERITAGE MONTH

HON. DARREN SOTO
OF FLORIDA
IN THE HOUSE OF REPRESENTATIVES
Monday, June 22, 2020

Guenet Gittens-Roberts is CEO of GGR Marketing & Public Relations, a company which currently markets and/or produces some of the largest Caribbean Festivals in Orlando including the Caribbean Fusion Festival in Kissimmee, the Orlando Carnival Downtown, and the Caribbean American Heritage Month Festival. She is responsible for developing and directing their communication strategy while also managing the agency's outreach to the advertising, charitable, and business communities.

GGR Marketing & Public Relations was formed to develop and execute programs aimed at reaching multicultural communities and niche markets utilizing an effective mixture of relationship marketing, event marketing, and branding through social media and traditional media sources. They offer a broad range of services that include marketing, public relations, branding, special event planning and management, sponsorship and fundraising, business development, and media relations.

Gittens-Roberts is also the publisher of Caribbean American Passport News Magazine, the largest and only Caribbean owned Statewide Newspaper in Florida. Caribbean American Passport is heading into its 10th year in September and covers the people of the English, French and Spanish communities in Florida. Through their publishing arm, they were responsible for the publication of Misión Boricua, a Spanish publication designed to raise awareness for the Puerto Rican community to vote in the 2016 election.

As an active member of the community, Gittens-Roberts serves as President of the Caribbean American Chamber of Commerce. She also served as the vice president of the Central Florida Association of Black Journalists and vice president of the Guyanese American Cultural Association of Central Florida in addition to being actively involved in Greater Orlando Cares and United Foundation of Central Florida, two organizations focused on youth mentoring programs.

HON. DARREN SOTO
MEMBER OF CONGRESS