



Papito (aka Juan Morales)
Trabajo: Singer
El Barrio: Brooklyn, NY



“La Cara Nueva de la Salsa” (The New Face of Salsa) is the title for rising Urban Salsero, Juan Morales aka Papito. Papito has been making music for as long as he can remember. At the tender age of 4, he would watch his father - who was also a salsero - perform at shows and sing along word for word. Since then, he has followed in his father’s footsteps. He was born and raised in Brooklyn, New York - his upbringing influences his music style and his “bad boy” appearance. Papito may fit the “rebel” look, but when it comes to his fans he stays true and humble. He takes time daily to interact with them using social media sites such as Facebook and Twitter. As of today, Papito has performed with renowned Latin artists such as Daddy Yankee, Tito Puente Jr., Toby Love, Raulin Rosendo, Huey Dunbar, Tito Rojas, Conjuto Classico, Tego Calderon, Johnny Rivera, and George Lamond. The so-called bad boy is a current member of The Sound of New York, a DeeGee produced musical collaboration with other Latin artists who create distinct Latin-infused music. The bilingual singer has the drive to

continue producing and performing music that connects with today's generation as he explains, "I follow my dream not the competition." The Spanish slang saying, Pa' Encima! is tattooed along his neckline. The tattoo, which translates into English as "I'm going for it" and moving forward 'to the top!' is an indication of what's to come with his musical career.

Words by Samantha E. Vargas

Photography by Josh Dehonney



Zeitlin Perez

Trabajo: Singer

El Barrio: Washington Heights, NY

Ms. Zeitlin Perez is on the move! Born and raised in New York City, the accomplished vocalist has an incredible taste for diverse music - she can jump from R&B to salsa to Spanish rock - but her heart will always be in merengue. Zeitlin has performed for merengue genre pioneers such as Rubby Perez, Johnny Ventura, Miriam Cruz, The Henry Jimenez Band, but her most memorable highlight was touring with Grammy Award-winning Dominican merengue singer, Milly Quezada or the Queen of Merengue. The talented singer has a distinct eye for new innovative projects which she consistently stamps her seal on. Like Papito, she is currently part of the New York based showcase, The Sound of New York. When it's all said and done Zeitlin wants to be the voice of the new generation! The effervescent singer wants to offer music listeners the fusion of culture, language, rhythms of today in harmony with the traditions, soul and Caribbean roots that we're proud of.

Words by Samantha E. Vargas

Photography by Alberto Flash



Adam Rodriguez

Trabajo: Actor

El Barrio: Yonkers, NY

Best known to audiences as Eric Delko on the critically-acclaimed CBS series, CSI: Miami, Puerto Rican-Cuban actor, Adam Rodriguez is no stranger to the limelight. After a baseball-related injury in high school, Adam turned his attention to acting and began performing in a children's theater in New York. Acting became a full-time priority for Adam after landing commercials, leads in music videos (remember J.Lo's "If You Had My Love") and a string of small roles on popular television shows, including Law and Order, Ugly Betty and Brooklyn South. His major network television breakthrough came when he joined the cast of CSI: Miami, which premiered in 2002 and is currently in its tenth season. Since joining the cast, he has written and directed an episode as well as won the 2011 ALMA Award, Favorite TV Actor in a Leading Role. The prominent Latino actor also starred in Tyler Perry's 2009 flick, I Can Do Bad All by Myself, which won him an Outstanding Supporting Actor in Motion Picture Image award. Having been featured in People En Español's 25 Most Beautiful People Issue, there's no doubt Adam had little trouble keeping up with the physically demanding role as a male stripper in Magic Mike with Channing Tatum. Magic Mike is due in theaters in 2012.

Words by Jessica A. Ramirez

Photography Courtesy of Jane Owen Public Relations

