

2022 SHORT BIO FOR CHRISTY MARTINEZ-GARCIA

Christy Martinez-Garcia, a Lubbock native, developed her professional skills working in city government, private business, and the nonprofit industry and is a leader in the field of communications.

During college, she was named a Ronal E. McNair Scholar. In 1997, she received a Bachelor of Arts Degree in Public Relations and Marketing from Texas Tech University where she also attended graduate school, as well as at Wayland Baptist University.

She worked for the National Council of La Raza (UnidosUS) in Washington, D.C. as Assistant Director of Public Information overseeing national media activities. She continued as a pr/marketing consultant, specializing in the Latino Market.

In 2006, she returned to her hometown and founded Latino Lubbock Magazine, which averages about 100,000 readers monthly and can be found in Lubbock and 28 rural communities. She created the publication to centralize bilingual information and as a tool for dialogue and understanding for Lubbock. In January 2021, Latino Lubbock Magazine celebrated its 15th year of printing, as well as propelled its digital presence.

Christy serves as host of the *Latino Lubbock Update* segment since the inception of *Trends & Friends* which is featured Thursdays at 5 p.m. on KLBK. She also hosts *Latino Lubbock Live*, where she has interviewed many high-profile figures including more recently - Nation Police Association President, Art Acevedo; as well as Dr. Anthony Fauci, director of the U.S. National Institute of Allergy and Infectious Diseases.

Christy is active locally to nationally and involved on several boards, committees, and organizations. Among her commitments includes serving on the board of the National Association of Hispanic Publications (NAHP). Past initiatives include serving at the forefront of the development and planning of the North University Gateway on 3rd and University. She was instrumental in the development research of the North Lubbock Mercado Initiative Charrette.

Christy uses history and photography to build awareness about the contributions of Latinos to Lubbock and the South Plain's history. She successfully led the effort to name a street after American hero Cesar E. Chavez in Lubbock in 2006-07. She authored the narrative for the first State Historical Marker recognizing Migrant Labor Camps of Lubbock and is now working on a historical narrative, and State marker commemorating the 100th anniversary of St. Joseph's Church.

She is the founder of Los Hermanos Familia (LHF), a nonprofit organization whose objective is "Strengthening Families, Building Community," and, an organization increasing the habitus for area families by fostering an environment that offers them more exploration, and thus knowledge and life experiences, as well as scholarships opportunities

Among those initiatives include the annual "Vamos a Pescar, Let's Go Fishing" event that ignited their movement to impact families. She spearheaded and raised the funds for the placement of outdoor fitness equipment that is helping families and individuals to become healthy and have accessibility to fitness equipment. She also led efforts to offer a free digital library free to any child - from kinder to high school; placement of little libraries in areas where children might not have access to books or technology, to name a few.

For her contributions and commitment, she has received many accolades including the 2009 *Women in Small Business Champion* from the SBA Northwest, which is recognized statewide and nationally. In 2014, the Girl Scouts of Texas Oklahoma Plains *Women of Distinction Award*; in 2017, the *Senator Robert L. Duncan Community Champion Award*; In 2019, she was selected nationally as *Latina Publisher of the Year* by the NAHP, to name a few.

In 2013, Christy and her husband, Frank Garcia, of 33 years, were selected for the *Texas Tech Parents of the Year*. The couple has committed to several student organizations as well as established a scholarship endowment.

She was recently elected as District 1 City Councilwoman for Lubbock.

Her most significant achievement is being the mother of Amaris Garcia, who obtained a bachelor's degree in May 2014, an MBA in June 2020, and aspires to gain a Ph.D. Amaris is working nationally doing PR & marketing.