



Boricua is a Puerto Rican word derived from the Taino Indian word "Boriken" the name they gave the Island they lived on, Puerto Rico. Boricua is a word that evokes emotion about a home land and a culture that many worldwide, expatriated Puerto Ricans miss about their island home and themselves.

Boricua.com, founded in 1996, is owned and operated by Elizabeth "Latin Liz" Saldaña Kobel and her husband, John Kobel. Liz is la Boricua, John is the technical back end, the "Dot Com". The combination of Liz's cultural back ground and John's tendency to be a geek worked together to build what today is Boricua.com.

Mission Statement

For 20 years, Liz and John have blogged about Parades, Festivals, Restaurants, Food and Organizations that keep the Puerto Rican culture alive and well.

Audience (source: Google Analytics 2018)

Unique Visitors per Month: 8,500

Pageviews: 20,000

Ages: 25-34 23%, 35-44 26%

Females: 65%

US Traffic: 59%

Puerto Rico: 28%



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More Coming Soon