

2025 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 VP of Communications 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 26 rural communities. She created the publication to centralize bilingual information and as a tool for dialogue and understanding for Lubbock. In January 2025, Latino Lubbock Magazine celebrated its 19th year of printing, as well as propelled its digital presence.

Christy has served as host of the *Latino Lubbock Update* segment since the inception of *Trends & Friends*, 11 years ago, which is featured on 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.

In 2009, she founded 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 raised funds for the placement of outdoor fitness equipment offering access to outdoor fitness equipment. She spearheaded the "Read to Lead, Read to Grow" literacy program that offers free digital library access for area children; as well as access to little libraries in areas where children might not have access to books or technology. She is the founder of Latinas for a Cure, which addresses health disparities, as well as showcases Hispanic women survivors.

She has received many accolades for her contributions and commitment, including the 2009 Women in Small Business Champion from the SBA Northwest, recognized statewide and nationally. In 2014, she was recognized by 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. In 2023, she was selected as Public Official of the Year by the Lubbock Classroom Teachers Association, to name a few.

In 2013, Christy and her husband, Frank Garcia, 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 elected in May 2022, as the City of Lubbock District 1 City Councilwoman for Lubbock. In 2024, she was named Mayor ProTem.

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