



*Joanna Martinez*

*Beauty is in the eye of the beholder,” we’ve been told our entire lives, a rather subjective view at the very least. If what some say is true, and you can see a person’s character through their eyes, then can true beauty even be seen through the lens of a camera?*

We are today exploring this with Joanna Martinez, one of the current delegates for Miss Latina Canada 2005 Pageant.

**Hi Joanna, please tell us a bit about you – where are you from and what are you currently doing?**

Hi Bianca, first I'd like to thank Salsa Spot on behalf of Tdotwire and the Miss Latina Canada Pageant for having me here!!

Well... a little about me I'm a very determined person, anyone that knows me, knows that if I want something I will go out get it despite all odds! I'm a proud Latina from San Juan, Puerto Rico, and I live in Toronto. What I'm currently focusing on is The Miss Latina Pageant, I also have some big events for modeling coming up. I have to make a few guest appearances at various clubs and events as The Miss Latina Tdotwire spokes person, and have many photo shoots coming up for there site! January 20th I am hosting Five Nine Models Launch Party at Fluid nightclub, with Bad boys own Loon! On January 21st I will be modeling at the Urban Chic Charity event, the proceeds will go towards the fight against breast cancer! Aside from my modeling and the preparation for the pageant, I'm in the works of getting started with my music career, with the help of my Papi who is a musician/songwriter/producer.

**So tell you how did it come about that you enrolled Miss Latina Canada 2005 Pageant?**

Well I found out about the pageant in August of 2004 and applied online, then I had an over the phone interview. A few weeks later I got a call that I was accepted as one of the Delegates for the Miss Latina Canada 2005 Pageant! I was very excited but unfortunately I did not have that kind of money to pay the entering fees for the pageant so I dropped out. It wasn't until a few weeks ago I won a contest hosted by [www.tdotwire.com](http://www.tdotwire.com), there were several girls in the contest and members of [tdotwire.com](http://tdotwire.com) would vote for their favourite girl. I won the contest and was given a full



sponsorship by tdotwire.com for the Miss Latina Canada Pageant!

**What prompted you to take the leap from modeling to the pageant world?**

I wasn't really interested in the whole pageant world before. I had my doubts of them accepting me as a delegate in the first place, but I'm like "hey, why not the worst they can say is no, right?". Turns out they accepted me as a delegate, Also the fact that it is a Miss Latina Pageant had me more interested in it. I'm a very proud Latina, and would love to show the world just how beautiful and intelligent Latinas are, since a lot of other cultures judge us on the common negative stereotype!

For the rest of this article please visit:  
[www.salsaspot.com](http://www.salsaspot.com)

**You've had to do many things in a relatively short period of time. What has been the most rewarding experience so far?**

I would have to say the most rewarding experience was when I did a charity fashion show for sick kids hospital, not only did I get tons of exposure and experience I was able to be part in an event that contributed towards cancer research!

**What do you need to do to prepare for the pageant?**

Wow, ummm tons of rehearsals!! Starting January 30th until the final event which is April 13th I'm going to be busy, busy, busy!

**If you win, what exactly about that will make you proud?**

Well if per say I do win, then I will be honoured with the title of Miss Latina Canada 2005! My job then would be to represent all the Latinas in Canada all year round and at the international Miss Latina World 2005 hosted this year in San Antonio, Texas! If I was to win The Miss Latina World Pageant, I would be representing all the Latinas of the world, and the thought of that is just breathtaking!

**Tell us about your Puerto Rico background? What is the best part? The worst?**

Well the worst part is I do not see a lot of boricuas in Toronto!! The best part would have to be when I go to festivals, and different events involving my country I feel so proud of my Puerto Rican heritage. Another thing is no one and I mean NO ONE celebrates navidad like us!! You truly would have to go back to Puerto Rico to know what I'm talking about!

**Do you salsa? What is an attraction?**

Yes I do! Thanks to mv mama who taught me verv well. I love dancing. Salsa.



meringue, Bachata, and Cumbia I love it!! Salsa to me is how Latinos and Latinas are!! It's so passionate and romantic just like us!! Well...some of us! Hahahaha

### **How about guys?**

What attracts me to a guy would have to be his physical, style, cologne, personality, and has to know how to dance! I want a guy who will respect me and my dreams, and support my carrier 100%, because I am the type of woman that will support my man 100% no matter what and will respect his dreams, so I expect a mutual relationship (I get it from my mama supporting my Papi's carrier as a musician all these years!), I want to be able to Find true love! I don't know what it is but I'm always attracted to Latinos! It's always been Latinos for me, I think it's because most of them have a way with their words and I'm

a sucker for sweet talkers.

### **Will you choose salsa as your talent? Or something else?**

Unfortunately in the Miss Latina Canada Pageant the categories do not include talent they include:

Miss Fitness

Miss Congeniality

Miss Entrepreneur

### **Who is your personal hero?**

Adriana Lima, She's a proud Latina that came from a third world country. She moved to New York on her own at the age of 16 (talk about brave!) to excel in her modeling carrier. Adriana did not have a lot growing up, but is now one of the top super models off 2005! She is now a model for Victoria Secret (which is my dream job!!), Guess, and much more!

### **Who do you look up to?**

I look up to my Abuela, she did not get much of an education growing up in Puerto rico, as did not a lot of woman back then. She's now living here, can speak fluent English, and is such a strong and ambitious woman still to this day! I also look up to my mama for giving me such a good sense of direction in life and I thank her so much for that! Then there's my Papi, he is nothing like your stereotypical musician let alone Latino? My Papi has given me such a beautiful musical background, he's given me the gift, that is my singing voice, the gift of me being a multi-instrumentalist, and having music and performing in my blood. There is also one other person that I look up to that is a beautiful person inside and out, and amazing musician. This person might not know it but helbed me through a lot of issues! That person knows who he is. and left me with



these words of advice. “Joanna, hold what’s dear to you closer than anything else, things that make you happy, things that inspire you, things that all give you a positive outlook. All of that will make you think differently, and believe me, you’ll make the best decisions with a clear mind”. Thank you and I hope the best for you in life and your music!

**Where would you like to be 5 years from now?**

In five years I hope to be a successful with my Modeling and my Music and take that as my fulltime profession. Music is in my blood and always be my first love, but my modeling comes from the performer that’s in me. I love the attention, anticipation before going on the runway, having all eyes on me! With my modeling I would love to see myself on the runway for the 2010 Victoria Secret fashion show that would honestly

be a dream comes true!

**Enough of that, let’s play twenty questions.**

**A movie.**

Chasing Papi! (Me and my mama love that movie!)

**A television show.**

Passions (I’m a sucker for soap operas)

**A book.**

Soul Salsa

**A type of music.**

BACHATA!!

**A role model.**

ADRIANA LIMA

**A hero.**

Abuela

**A food.**

Guineitos verdes cocidos (Puerto Rican, Navidad Dish)

**A hobby.**

Dancing

**An achievement.**

Modeling as Cover model for Source Magazine

**A dream.**

Me, Miss Latina World 2005

**A goal.**

The strength to Achieve

**A vice.**

Being TOO nice (people tend to walk all over you)

**A value.**

A true friend

**A wish.**

True Love

**A way to relax.**

Spa getaway with my girls!!!

**An inspiring Canadian.**

The Urban Talent of Toronto

**An inspiring Puerto Rican.**

Papi

**A truly Canadian thing.**

Hockey? (hahaha)

**A truly Latin thing.**

Quinceanera

**A quote.**

"Viva Latina Para Siempre porque mi gente Latina son numero uno"

**A word.**

Hope

**Thank you for taking time to answer those questions. We wish you all the best on behalf of SalsaSPOT!**

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