



UNITEDPERFORMINGARTSFUND

Profile: Nelson López Rojas A long-time supporter of the UPAF Ride for the Arts!

Nelson López Rojas will be riding in his fifth UPAF Ride for the Arts, sponsored by Miller Lite, on Sunday, June 4. He started riding his bike at the age of four, and hasn't stopped since.

Born and raised in El Salvador, biking is more than just a hobby for him - it's been his mode of transportation, a stress-reliever, a social hub and even a form of therapy.

Nelson is a professor, scholar and published poet. He is also a story-telling coach at [Ex Fabula](#), a program that strengthens community bonds through the art of storytelling.

Formerly a professor of literature in El Salvador, Nelson currently teaches Latin American studies at UW-Milwaukee and holds a doctorate's degree in translation. Known for both his poetry and his highly praised translations, Nelson recently came out with a new book of poetry, entitled *Downpour*, which is published in four languages and has debuted as #1 on the Amazon hot release list.



Supporting UPAF

Nelson supports UPAF because he is an artist himself and believes in the power of the arts to transform communities.

He enjoys attending performances by UPAF Member Groups and his daughter, Bella, fell in love

with the performing arts after First Stage Children's Theatre paid a visit to her school.

Raising Pledges for the UPAF Ride for the Arts

Nelson's advice for raising pledges is to "talk to people!" He says "If someone knows that you are riding, they will support you, you just have to ask. If someone knows that you are riding for the arts and if they have kids that take art classes in their schools they will feel that this resonates with them."



Nelson with his daughter Bella

Getting the Hispanic Community Involved

This year, Nelson is putting a team together for the Ride through the Downtown Y, where he is a spin instructor. During his radio talk show on La GranD, he's encouraging the Hispanic community to join in and live healthy, active lifestyles.

Nelson, thank you for your support of the UPAF Ride for the Arts and all you do for our community!

Click here to sign up for the UPAF Ride for the Arts on Sunday, June 4!

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