



NEWS RELEASE

# Reyna Launches as the First-Ever Creator-Led Multi-Media Platform for Latinas, Flagship Station Reyna 103.1 FM Debuts in Los Angeles

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Launch Party Set for Today, August 26, 2026, at the GRAMMY Museum to Celebrate a Cultural Movement Built for the Most Influential Consumer in America

BURBANK, Calif.--(BUSINESS WIRE)-- Today marks the launch of Reyna, the first-ever creator-led multi-media platform curated by Latinas, for Latinas. Designed for a digital-first generation, Reyna integrates a dynamic mobile app experience, digital streaming at [somosreyna.com](https://somosreyna.com), and an on-air flagship radio presence on Reyna 103.1 FM (KDLD) in Los Angeles—the nation's premier Hispanic market home to 4.9 million Latinas.

To celebrate this milestone, Reyna will host its official Launch Party today, Wednesday, August 26, 2026, from 6:00 PM to 9:00 PM at the GRAMMY Museum in Los Angeles.

Reyna addresses a long-overlooked market: 34 million Latinas in the U.S. representing \$1.3 trillion in buying power who have never had a multi-media or broadcast platform built specifically around their lives, language, and culture. Blending (80%) Spanish and (20%) English, Reyna offers an organic mix of music, digital capsules, podcasts, and social extensions. It's built for the modern bicultural Latina. Her voice. Her lifestyle. Her reality.

"As the father of two daughters, I wanted to build something for Latinas, created by Latinas. To be transparent, this is one of the most ambitious initiatives I've ever been a part of, and I'm incredibly proud of what our team is building," said Eduardo Maytorena, President of Audio, whose vision spearheaded the platform. "We're challenging ourselves to rethink what a radio brand can be by creating content the way our audience consumes it today: across mobile, social, video, and on-air. Reyna is our first real expression of that vision."

At the core of the platform are five key founding voices curated to reflect the empowerment, lifestyle, and culture of modern Latinas:

- Adriana Gallardo: Mexican entrepreneur, founder of Emrendiendo Latinos, and CEO of Adriana's Insurance; sharing real-talk on leadership, mindset, and financial independence.
- Vicky Loza: L.A.-based digital creator, certified trainer, and founder of Raize Fit; bringing tough love, humor, and honest conversations on fitness, relationships, and self-love.
- Tani Estefy: MBA, co-founder of Latina Approved, and host of All Things Latina; driving unfiltered discussions on bicultural identity, confidence, and living between two worlds.
- Raq-C: Entrepreneur, author, and founder of Brazen Wellness; guiding women through motherhood, self-reinvention, and building their next chapter with authenticity.
- Emily Tapia: South Central L.A. native and food/culture creator; uncovering the city's best local spots, pop-ups, and hidden gems through an authentic Latina lens.

In addition, Reyna includes two special creators of transformation that align with Latinas' beliefs that fashion and style are more about how you feel, than how you look.

- Sal Salcedo: Hair stylist, educator, and founder of Nova Arts; empowering women to build self-love and confidence through personal transformations.
- Iván Poshenko: Celebrity fashion stylist and pop culture expert; delivering unfiltered advice on style, confidence, and staying true to oneself.

"I've always wanted to create something that speaks to me as a woman and as a Latina," shared Jacquelyn Carrera, Sr. Director of Audio Content, who spearheaded creator curation. "Our founding principle is to be unapologetically Latina and to elevate the voices that speak to every Latina. I've poured my heart into launching Reyna because we finally have a real platform that understands me, looks like me and speaks like me."

By combining the trust and engagement of top creators with an FM radio backbone, Reyna provides brands with a 360-degree ecosystem to connect authentically with Latina consumers locally and nationally. Visit **somosreyna.com** or tune-in to Reyna 103.1 FM in Los Angeles to watch & hear content and conversations that represent every version of what it means to be Latina today.

For more information or to attend the launch event tonight, visit **somosreynalaunch.com**. For early Media access with creators, email **kcerda@entravision.com**

About Entravision

Entravision (NYSE: EVC) is a media and advertising technology company. In the U.S., we provide video, audio and digital marketing services to local and national advertisers through a portfolio of television and radio stations and digital advertising services that target Latino audiences. Our advertising technology business provides programmatic advertising technology and services to advertisers and app developers on a global basis. Entravision is the largest affiliate group of the Univision and UniMás television networks. Shares of Entravision Class A Common Stock trade on the NYSE under the ticker: EVC. Learn more about us at **[entravision.com](http://entravision.com)**.

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