

SPECIAL EDITION

EDITION FOUR

LA PALABRA

by SADGIRLAZ

REAL LIVES. REAL STORIES. REAL LEGACY.

IN LOVING
MEMORY OF

CHINO

FOUNDER.
LEADER.
BROTHER.
FRIEND.
LEGEND.

A VISION. A FAMILY. A FUTURE.

LEGACY

Gone But Never Forgotten

A DREAM THAT STILL CRUISES.

CHINO'S

CRUISE FOR THE CURE

AN ANNUAL SHOW N SHINE
SUPPORTING CHILDREN
FIGHTING CANCER & LEUKEMIA
100% OF PROCEEDS BENEFIT
PHOENIX CHILDREN'S HOSPITAL



COMMUNITY HIGHLIGHT

MINERVA

& CULTURA CAR CLUB

CARRYING THE VISION.
KEEPING THE FAMILY TOGETHER.
KEEPING THE LEGACY CRUISING.

CULTURA
PHOENIX, AZ

CULTURA IS MORE THAN A NAME.

CARNALISMO. FAMILY. RESPECT. HERITAGE. BELONGING.

ALL CANCERS ♥ ALL COLORS ♥ ALL WARRIORS

Together in Love. Together in Hope. Together for a Cure.

LA PALABRA BY SADGIRLAZ

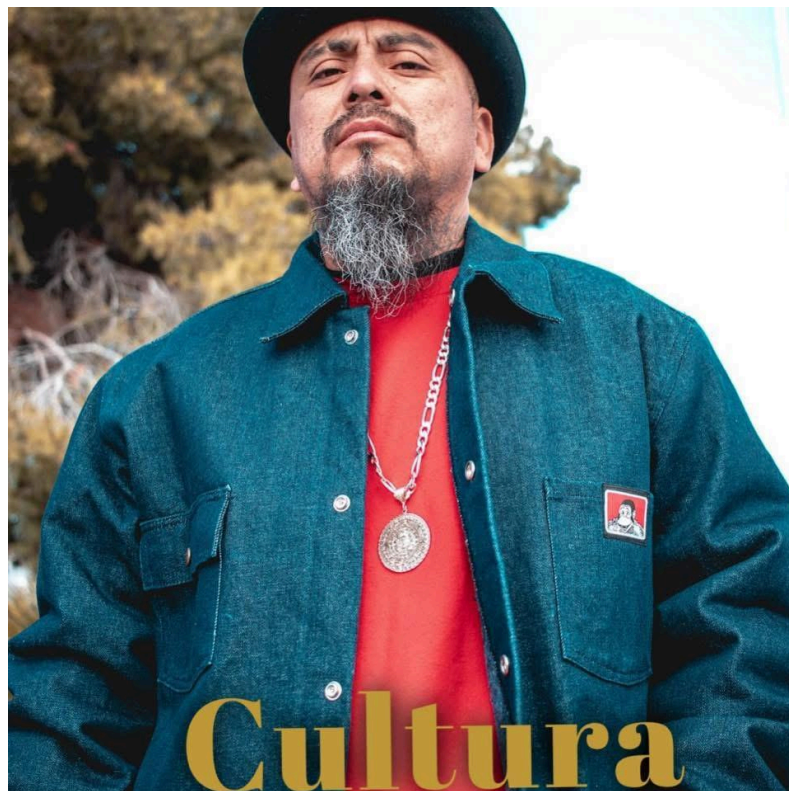
SPECIAL EDITION FOUR

CULTURA CAR CLUB

A LEGACY THAT STILL CRUISES

**Founded through Chino Aguirre's vision.
Carried forward through love.
Driven by cultura, family, and service.**

"The cars may capture people's attention—but the relationships, cultura, service, and legacy behind them are what give Cultura Car Club its deepest meaning."



CULTURA IS MORE THAN A NAME

Cultura Car Club Phoenix, Arizona, began with a vision from its founder, **Chino Aguirre**.

Chino wanted to create an authentic car club that brought families together, gave women an equal voice in decisions, and allowed members to fly the club's colors with pride and respect. He wanted to break barriers, challenge stereotypes, and create positive change within the community.

For Chino, it was always about **carnalismo, family, respect, and belonging**.

The name **Cultura** represents the club's Mexican American heritage and the Chicano experience—the customs, beliefs, family traditions, art, bilingualism, history, and community passed from one generation to the next.

It represents knowing who you are, remembering where you come from, and carrying that identity with tremendous pride.



THE MAN BEHIND THE VISION

Chino was a hardworking man of many trades who took pride in everything he did. He believed that no matter what the job was, it should be done to the very best of your ability. That same pride could be seen in his cars. He kept them clean, beautiful, and ready to cruise whenever the moment felt right.

But Chino's true impact cannot be measured by the shine on a car.

It lives in the way he treated people.

He was caring, loving, dependable, and willing to help anyone he could. Friends knew they could call him, and Chino would stop what he was doing to show up during their time of need.

He formed friendships throughout the city and left a **lasting impression everywhere he went.**

He was respected because he gave respect.

He was loved because he gave love.

And he is remembered because the way he lived made people feel that they mattered.



A FIGHT THAT BECAME A MISSION

When Chino learned that he had stage-four cancer, he endured chemotherapy and radiation and experienced the terrible toll the disease took on his body.

Yet even while fighting for his own life, Chino was thinking about children facing that same frightening disease.

His next mission was to organize an event whose proceeds and contributions would help children diagnosed with cancer and leukemia.

Unfortunately, Chino's cancer progressed aggressively, and time became short. He was unable to personally fulfill the goal he had envisioned—

but the people who loved him refused to allow that dream to disappear.

Cultura Car Club carried it forward.



CHINO'S CRUISE FOR THE CURE

In Chino's honor, Cultura established **Chino's Cruise for the Cure**, an annual Show N Shine that unites the lowrider community around something much greater than cars.

Through a nonprofit organization, **100 percent of the event's proceeds benefit Phoenix Children's Hospital.**

What began as Chino's vision has become an ongoing community mission—bringing together lowriders, families, sponsors, vendors, entertainers, and supporters to provide hope and assistance to children fighting for their lives.

Each year, Cultura works to raise and donate more than it did the year before.

Every dollar raised, every car displayed, every vendor who participates, every sponsor who contributes, and every family who attends helps keep Chino's dream alive.

The cruise is not simply an event held in his name.

It is his compassion continuing to move through the community.

It is his love still doing work.

It is his legacy—still cruising.



Pay to the
Order of:  Phoenix Children's **\$11,187**
Eleven Thousand One Hundred Eighty Seven Dollars
Memo: Chino's Cruise for the Cure 

TURNING LOWRIDING INTO SERVICE

Cultura's work extends far beyond its signature cruise. The club has supported children, families, schools, food banks, awareness campaigns, scholarship efforts, and community organizations throughout the Valley.

Its service includes participation in **Grumpy's Clubs for Claus**; scholarship fundraising with **Independence High School**; **Marvin's Mission**; **Feed My Starving Children**; **St. Mary's Food Bank**; **fentanyl and autism awareness events**; **backpack drives**; **toy drives**; **trunk-or-treat celebrations**; **community Show N Shines**; and the ceremonial sign project for Chino through the City of Phoenix.

Cultura also supported the **SADGIRLAZ Golden Gate Community Center Paint & Chips event**—another example of community organizations coming together to create something meaningful for children.

The club's members understand hardship because they have experienced difficult seasons themselves.

**That understanding became empathy.
And that empathy became action.**

BEYOND THE STEREOTYPE

A beautifully built lowrider represents hours of labor, technical knowledge, creativity, family history, personal identity, and memories passed between generations.

But Cultura wants the public to look beyond the vehicles.

The same people who spend countless hours building, maintaining, and displaying their cars also organize fundraisers, preserve legacies, support children, assist families, and serve their neighborhoods.

They are breaking stereotypes not through arguments, but through the way they live: through integrity, family values, service, and love for their community.

A MESSAGE FOR THE NEXT GENERATION

Cultura hopes younger generations learn to understand and respect where they come from.

Chino lived by respect. He believed that how people represent themselves and their club matters. He showed that one person's example can continue long after that person is gone.

His legacy teaches young people that something they love—like lowriding—can become a force that positively affects other people's lives.

The cars will always be beautiful.

But what matters most is what people choose to do with the attention those cars bring.

Cultura chooses to create hope.

Cultura chooses to serve.

Cultura chooses to remember.

CHINO'S 5TH ANNUAL

CRUISE FOR THE CURE

SATURDAY, MARCH 6, 2027

8:00 A.M.–4:00 P.M.

Cesar Chavez Park

7858 South 35th Avenue
Phoenix, Arizona 85339

This free family event will include live entertainment, food trucks, vendors, and activities for children.

All proceeds will benefit Phoenix Children's Hospital.

Anyone interested in vending, sponsoring, or donating may contact a Cultura Car Club member or reach out through Cultura's social-media platforms.

CULTURA CAR CLUB'S MESSAGE TO THE COMMUNITY

"Don't accept stereotypes. You can change people's perceptions by how you live, how you treat others, and what you contribute."

**Chino Aguirre created the vision.
Cultura Car Club continues the mission.**

And every child and family touched by that mission becomes part of a—

LEGACY THAT STILL CRUISES.

COMMUNITY HIGHLIGHT

MINERVA & CULTURA CAR CLUB

Rebuilding With Love, Purpose & Legacy

After losing Chino, there was no simple way to move forward.

For Minerva, the loss was not only the loss of Cultura Car Club's founder. It was the loss of her husband, her partner, her true love, and the person she had built so much of her life beside.

Rebuilding after that kind of loss does not happen all at once.

It happens little by little.

Through the people who continue to show up.

Through the club that still carries his vision.

Through the events that still carry his name.

Through the children and families Cultura continues to serve.

And through Minerva's determination to make sure the world remembers exactly who Chino was.

She said it best herself:

"AS LONG AS I'M LIVING, EVERYONE I KNOW OR MEET WILL KNOW WHO MY MAN WAS, AND HIS LEGACY WILL LIVE ON AS LONG AS I'M ALIVE."

That is what rebuilding looks like for Minerva.

It is not leaving Chino behind.

It is learning how to carry him forward.

And Cultura is doing the same.

From the beginning, Chino's vision for Cultura was rooted in family, respect, pride, integrity, equal participation, and community. He wanted to break stereotypes and build something authentic—a car club that represented cultura with pride while also making a positive difference in the lives of others.

That same spirit continues today.

Cultura has kept Chino's legacy alive through community service, fundraisers, outreach, and especially **Chino's Cruise for the Cure**, created around his desire to help children battling cancer and leukemia.

For Minerva, every step forward carries both love and loss.

She is rebuilding in her own way, little by little, while holding onto the person she loved and the life they shared.

And through Cultura, Chino's values continue to move forward too.

Family.
Respect.
Service.
Pride.
Community.
Legacy.

His vision did not end with him.

It lives in the club he created, the people he inspired, the children and families Cultura continues to help, and the woman who refuses to let the world forget who he was.

THIS IS NOT A STORY ABOUT MOVING ON.

IT IS A STORY ABOUT LEARNING HOW TO MOVE FORWARD WITHOUT FORGETTING WHERE YOUR HEART STILL LIVES.



FROM THE EDITOR

This story is deeply personal to me.

Chino wasn't simply the founder of Cultura Car Club or someone I knew from the lowrider community.

Chino was my homeboy.

When I began putting this story together and learning even more about the love, the history, and the legacy behind Cultura Car Club, it hit me differently. It wasn't just a story I was writing as an editor. It was something I could feel in my own heart.

Watching Minerva continue to carry Chino's memory, his vision, and the love he had for the community reminded me of my own family and the pain that cancer can leave behind.

I lost my own sister to cancer, so when I hear a family's story about fighting that battle, losing someone they love, and then having to figure out how to keep moving forward, I understand that pain in a very personal way.

Cancer doesn't only affect the person fighting it. It touches the entire family. It changes holidays, conversations, memories, and the way you look at life.

When someone you love is gone, there is a space that can never truly be filled.

But what I have also learned is that **love does not disappear when a person leaves us.**

Sometimes love becomes the reason we keep going.

Sometimes it becomes service.

Sometimes it becomes tradition.

Sometimes it becomes cultura.

And sometimes it becomes a legacy that continues cruising long after the person who started it is gone.

That is what I see when I look at Minerva and Cultura Car Club.

Chino's vision is still moving. It is being carried forward through the people who loved him, through the cars, through the cruises, through the community, and most importantly, through Minerva.

That is why stories like this matter to me.

La Palabra was created to give people a place where their stories can live—not only the accomplishments people see on the outside, but the love, sacrifice, pain, faith, family, and history behind them.

Because one day, the photographs may fade and the cars may change hands, but the story should remain.

Chino's name matters.

Minerva's strength matters.

Cultura Car Club matters.

Every member matters, because each one carries a piece of Chino's vision, his values, and his legacy forward.

Their love matters.

Their cultura matters.

And their legacy deserves to be remembered.

With love,

Crystal Diaz

Founder & Editor

La Palabra by SADGIRLAZ  

**LA PALABRA
LEGACY**

“LEGACY IS NOT ONLY WHAT WE LEAVE BEHIND — IT IS WHAT CONTINUES TO LIVE THROUGH THE PEOPLE WHO CHOOSE TO CARRY IT FORWARD.”

Legacy is more than a name.

It is more than a photograph, a car, a plaque, or a memory.

Legacy is the way a person's love, values, and purpose continue to move through the people they touched.

Chino's legacy lives in the vision he created for Cultura Car Club—a vision rooted in family, respect, pride, service, and community.

It lives in **Minerva**, who continues to carry his memory with strength, love, and determination.

It lives in **Cultura Car Club**, because every member who continues to represent the club with integrity helps keep that vision alive.

It lives in the cruises, the fundraisers, the cars, the laughter, the friendships, and the community service that continue in his name.

And that is the power of legacy.

A person may no longer be physically beside us, but what they taught us, what they stood for, and the love they gave does not have to end.

We carry it.

We protect it.

We speak their name.

We continue the work.

And every time we do, a piece of them continues forward with us.

LEGACY IS LOVE THAT REFUSES TO BE FORGOTTEN.

IT IS PURPOSE THAT OUTLIVES A LIFETIME.

IT IS A STORY THAT CONTINUES TO CRUISE, LONG AFTER THE PERSON WHO STARTED IT IS GONE.

LA PALABRA: LEGACY ❤️🖤

THANK YOU FOR READING THIS SPECIAL EDITION

Thank you for taking the time to read this special edition of **La Palabra** by **SADGIRLAZ**.

This edition was created with love, respect, and the intention of honoring a life, a family, a car club, and a legacy that continues to move through the community.

Thank you to **Minerva**, to every member of **Cultura Car Club**, and to everyone who continues to carry Chino's vision forward through service, family, pride, and cultura.

Stories like this are why **La Palabra** exists.

To remember.

To honor.

To give people their flowers.

To make sure the stories behind the names are never forgotten.

With every edition I create, I find that these stories are not only helping me grow as a writer and storyteller—they are helping me heal, too.

I, too, understand what it means to rebuild. To pick up pieces of your life, carry what you have lost, and slowly find purpose again.

La Palabra continues to remind me that purpose can come from pain, and that sometimes, by helping preserve someone else's story, we begin to understand our own a little more.

Chino's legacy continues.

Cultura continues.

And the story continues.

With love and respect,

Crystal Diaz

Founder & Editor

La Palabra by SADGIRLAZ  