



FOR IMMEDIATE RELEASE

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Urban Planner, Community Leader, and Entrepreneur Selina Barajas Announces Candidacy for Tucson Ward 5 City Council

Tucson, AZ – Lifelong Tucsonan Selina Barajas is proud to announce her candidacy for the City of Tucson Ward 5 City Council seat. With deep roots in Tucson and a proven track record of advancing community-focused initiatives on the southside, Selina is an established community leader with expertise in urban planning and entrepreneurship. Selina is dedicated to community-driven economic development, meaningful youth re-engagement, increasing local jobs, compassionately addressing homelessness, affordable housing, clean and safe water and air, and improved parks.

“As a fourth-generation Tucsonan, I have witnessed the resilience of our community and the transformative power of investing in our people, businesses, and shared spaces,” said Selina Barajas. “I’m raising my two girls here. My business will be here. This campaign is personal for me - it’s about building a stronger, more connected Ward 5 for my family and for yours.”

“Our community deserves a leader who listens, acts, and stands for our families and neighborhoods,” said Campaign Co-Chair Eva Carrillo Dong. “Selina is ready to bring new energy and creative solutions to Ward 5.”

“I have known Selina Barajas her whole life. She comes from a family of educators and activists who have built resiliency in Tucson’s Southside, particularly in Ward 5, for generations. Selina’s advocacy began in high school during the fight to defend the Mexican American Studies program,” said Anna Sanchez, Campaign Co-Chair. “With her on the City Council, I have high hopes for our community’s future.”

Selina is Proud to be Launching Her Campaign Endorsed by:

- Congressman Raúl Grijalva
- Arizona State Representative Betty Villegas

- Supervisors Adelita Grijalva, Jennifer Allen and Dr. Matt Heinz
- Mayor Regina Romero
- City of South Tucson Mayor Roxanna (Roxy) Valenzuela
- Council Member Lane Santa Cruz

- **Tucson-area leaders:** Dan Eckstrom - Former Pima County Supervisor and longtime advocate for South Tucson, Alfred Urbina - Former Attorney General for the Pascua Yaqui Tribe, Richard Saunders the Former Chief of the Tohono O'odham Police Department, Former Tucson Police Chief and City Manager, Richard Miranda, Corky Poster, Rebecca "Beki" Quintero, Yolanda Herrera, Raul E. Aguirre - President/CEO with REA Media Group, Corina Ontiveros, Richard Sanchez - Coaching Legend, Robert Jaramillo, Vanessa Gallego, Sharayah (Shay) Jimenez - Principal Designer and founder of CUADRO

- **Organizations and Businesses:** Barrio Restoration, JET Sports Training, XOCO Tucson, Birrieria Las Chicas, Jesus Bonillas and Guillermo Gallegos with The Common Group

Meet Selina at her Campaign Kickoff

Selina Barajas invites all to join her on this historic journey to become the first woman to represent Ward 5.

Where: Taquería La Esquina, located in front of the Historic Rodeo Grounds on the corner of Irvington and South 6th Avenue (4876 South 6th Avenue)

When: Saturday, February 22, 2025, from 5:30-7:30 PM

RSVP: [Click here](#)

Campaign Website: www.voteselinaforward5.com

Why Selina Barajas?

Selina is an expert in managing and addressing local issues. Her extensive experience includes working on critical transportation and mobility projects like Move Tucson and the Drexel Road Bridge Project, and overseeing Sunnyside Foundation's Community Investment Fund. She is also a community focused entrepreneur, co-owning South Tucson's soon-to-be first-ever coffee shop, Luna y Sol Cafe (named after her two

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daughters). Selina is also the Arizona Program Manager with Mountain Mamas, where she works to protect our air, water, climate, and public lands for future generations.

Selina's Key Priorities:

- **Community-Focused Economic Development:** Supporting small businesses, local entrepreneurs and creatives to create jobs and build generational wealth.
- **Youth Re-Engagement:** Equipping young people through mentorship, education, and opportunities to become leaders in their neighborhood.
- **Addressing homelessness:** Providing comprehensive support to get people off our streets and into services, including resources for addiction recovery and pathways to stability, mental health services, and workforce training/re-entry initiatives.
- **Affordable Housing:** Expanding access to housing options that meet the needs of Ward 5 residents, ensuring high quality affordability and livability.
- **Environmental Justice:** Advocating for cleaner air and water, accessible parks, and sustainable infrastructure to improve quality of life for all.

About Selina's Co-Chairs:

Eva Carrillo Dong, former at-large member of the Sunnyside Unified School District (SUSD) and SUSD Hall of Fame inductee, is a dedicated advocate for students, parents, and teachers. A former educator at the Pima County juvenile detention center, she now serves as a Title 1 coordinator and lead teacher in the Pima Accommodation District's Court Alternative Program of Education. Dong leads the Hispanic-Native American Indian Caucus and is active in multiple organizations, including the Environmental Justice Action Group and the Pima County Interfaith Council. She also holds leadership roles in the Pima County Democratic Party.

Anna Sanchez is a proud native Tucsonan and currently serves on the Nuestras Raíces Team, which develops programs to meet the needs of our Latino-American and Spanish-speaking community. She is also an active member of the Adult Services Team and the Library's Executive Team. With a background in Planning and Community Development, Anna has found a meaningful way to give back to her community through her work at the library.

Selina is available for interviews, please reach out to the email at the top to schedule.

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