



## American Latino Heritage



**ADMIRAL PEDRO MENÉNDEZ DE AVILÉS**

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A Spanish seaman, Menéndez founded St. Augustine in 1565. After creating the settlement, Menéndez marched his troops to eliminate the French presence in nearby Fort Caroline. The area was renamed “Matanzas,” the Spanish word for slaughter after the bloody battle. He was then granted the title of “Adelantado de Florida” to explore and settle Florida in exchange for social and financial gain.