

## Adolfo Leon Ruiz

**LOUISVILLE** - Ben was born on July 11, 1941, in Mexico City, Mexico before becoming a U.S. citizen. He reached heaven on December 18, 2023.

He leaves here, his wife, Sonia; children Monica Key (Mark), Benjamin Adolfo Ruiz, IV, Marcella Isabel Ruiz; grandchildren, Nicole Carmen Ambers, Benny Adolfo Ruiz V; great grandchildren, Marcus Anthony and Mia Sonia Ambers.



Preceded in death by his mother, Felicitas Leon Ruiz; father, Adolfo Rafael Ruiz, III; siblings, Isabel Masters, Dionisio Ruiz, Oscar Ruiz, Stella Torres; survived by Rafael Ruiz along with his nieces and nephews.

Ben was the co-founder (with Sonia) and principal partner, CEO & Creative Director of Adhawks, LLC, a multicultural marketing communications firm since 1984 with clients such as GE, Toyota Motor Manufacturing, Fifth Third Bank, Presbyterian Church USA, Brown-Forman, Henry Vogt, Humana, Clark Memorial Hospital, Louisville Central Community Center and the Brain Injury Association of Kentucky.

Ben and Sonia co-founded the Kentucky Derby Festival's Cinco de Mayo Fiesta at 4th St. Live which will continue as part of Ben's legacy through his family and the support of the community.

In lieu of flowers, please consider a legacy gift to the Cinco de Mayo Fiesta and/or to the Louisville Central Community Center (LCCC).

Please join us for Ben's "Celebration of Life" on Saturday, January 27, 2024, from 12 PM - 4 PM (program at 1:30 PM) at All Peoples, 4936 Old Brownsboro Road. Adolfo Leon Ruiz.

The obituary appeared in *The Courier-Journal* on Sunday, January 21, 2024. pp. 19A