



Educa y Entretiene

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HITN LAUNCHES NEW PROGRAMMING STRATEGY WITH A HEALTHY LIVING BLOCK FOR HISPANICS

Brooklyn, NY – HITN, the Spanish-language network that provides educational and entertainment programming to more than 44 million households around the United States, announced the launch of a new programming strategy based on thematic blocks dedicated to topics such as health, science and technology, natural history and children's content, all designed to be enjoyed by the entire family.

The network will roll out its new content strategy this week with *Vida y Salud TV*, a daily block designed to promote good health and well-being among US Hispanic audiences, hosted by Dr. Aliza, creator of the popular website VidaySalud.com.

"The new programming block is a unique space with the potential to have a positive impact on health in our community. At **HITN**, we understand that Hispanic audiences need access to information to improve their health and well-being. We are proud of this initiative and confident that it will be well received by our viewers," commented Guillermo Sierra, Head of Television and Digital Services at **HITN**.

"The US Hispanic population suffers disproportionately from chronic ailments such as obesity, high blood pressure, diabetes and high cholesterol. In all too many cases, these problems lead to early death and take a terrible toll on families and society. The most effective way to combat them is through prevention, by modifying certain lifestyle habits. Access to practical and timely information is a vital part of this effort," Dr. Aliza said.

Vida y Salud TV will start every morning with a yoga and exercise segment led by Patti Quintero and produced for **HITN** by the prestigious national chain of yoga studios MyYogaWorks, followed by "En Forma" a vigorous cardiovascular workout. The block will also showcase carefully curated medical content, including "Centro Médico," a docudrama that features recreations of real hospital cases. Viewers are drawn into the stories while learning about common illnesses, diagnostics and treatments.

Other segments will offer healthful lifestyle tips, among them "La Buena Vida," in which experts offer advice for leading a fuller, more healthy life, and "Al Natural," starring renowned Mexican chef Alfredo Oropeza, who shares healthy recipes that are low in fat, sugar and carbs without sacrificing flavor.

Senior citizens will also enjoy the first-ever program on US television dedicated entirely to their well-being. "Canitas al Aire," hosted by Ángela Markovich, will feature helpful exercise, nutrition and recreational tips designed to help older viewers feel better and enjoy their lives. And "Primer Paso" will showcase couples working together to lose weight, a challenge that affects a disproportionate number of Hispanics in this country.

Finally, the block will present informative capsules with experts and celebrities on topics such as parenting ("Consejos para Padres," with con Susy Rosado), cooking ("Consejos Gastronómicos," with world-famous chef and entrepreneur Lidia Bastianich), and nutrition ("Consejos Nutricionales," with Alfredo Oropeza).



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Vida y Salud TV is a 360-degree campaign that includes access to an extensive library of television content on the VidaySalud.TV webpage, free personalized email bulletins, links to a broad catalogue of medical titles at VidaySalud.com, and live events, in addition to the new programming block on **HITN**.

About Dr. Aliza

Dr. Aliza A. Lifshitz, the founder and editorial director of VidaySalud.com, is a well-known doctor, writer and health columnist. For more than 20 years, she has been a health and medical consultant for leading Hispanic media outlets such as Univisión, *People en Español* and *impreMedia*. She is the author of “Mamá Sana, Bebé Sano,” the first bilingual guide for pregnancy and birth.

In addition to her media appearances, Dr. Lifshitz practices internal medicine at Cedars-Sinai Medical Center in Los Angeles. She was vice president of the board of directors of Blue Shield of California and president of its foundation, and served an unprecedented four terms as president of the California Hispanic American Medical Association (CHAMA). She has been honored by countless organizations, including the American Medical Association, American Diabetes Association, American Heart Association and March of Dimes.

VidaySalud.comTM is the largest permanent online source of science-based health information in Spanish. It includes *Salud de A a Z*, Harvard Medical School’s database of symptoms, illnesses and treatments, and original content created especially for the Hispanic community, updated daily. Every month, it has more than 2.5 million unique users, sends 6 million plus emails to its subscribers, and interacts with more than 600,000 followers on social media.

About HITN

HITN-TV is a leading Spanish-language media company that offers educational and cultural programming for the whole family. It reaches more than 44 million viewers in the US and Puerto Rico via DIRECTV, DISH Network, AT&T U-verse TV, Verizon FiOS TV, Comcast, Charter Spectrum, Frontier Mediacom, CenturyLink Prism and Cablevision. For more information, please visit www.hitn.org.

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