

## TELEMUNDO AND NBC UNIVERSO LAUNCH PREVENIR ES VIVIR, A YEAR-ROUND HEALTH PLATFORM TO EDUCATE AND EMPOWER U.S. HISPANICS ABOUT IMPORTANT WELLNESS ISSUES

Health 2015-03-03 15:21:16

**WASHINGTON, D.C.** — At a launch event from the Hyatt Regency Washington on Capitol Hill, Telemundo and NBC UNIVERSO today announced the launch of *Prevenir Es Vivir* (*Prevention is Life*), a comprehensive, year-round health platform that is geared towards informing, educating and empowering U.S. Hispanics about how to prevent common health issues. The initiative will feature PSAs, health segments on Telemundo news programs, quarterly health specials on its public affairs program “Enfoque,” collaborations with national health associations like AARP, the American Cancer Society, the [American Diabetes Association](http://www.AmericanDiabetesAssociation.org) and the American Heart Association, an external advisory council and a dedicated digital destination that will be available in English and in Spanish at [www.PreventionisLife.com](http://www.PreventionisLife.com) and [www.PreveniresVivir.com](http://www.PreveniresVivir.com), respectively.

“Hispanics represent 17% of the American population, yet close to half of those residents don’t visit a doctor or medical provider in a given year,” said Raquel Egusquiza, Vice President of Community Affairs, Hispanic Enterprises & Content, NBCUniversal. “With *Prevenir Es Vivir*, we are focused on leveraging our expansive reach and trusted influence to break language barriers and provide a broad resource for relevant health information to the Latino community.”

The program aims to drive education and awareness about general health and wellness with an emphasis on the prevention of diabetes, cancer, heart disease and obesity. It will be anchored by on-air weekly health segments on “Un Nuevo Día,” “Al Rojo Vivo” and “Noticiero Telemundo,” in addition to the quarterly specials on “Enfoque.” Plus, the campaign will feature PSAs from celebrity health champions, including personal advocate and “Al Rojo Vivo” host María Celeste Arrarás on heart disease, “Caso Cerrado” host and breast cancer survivor Dra. Ana María Polo on cancer, variety host Raúl Gonzalez on the topic of obesity and his 110-pound weight loss journey, and “Titulares y Mas” co-host Edgar López on diabetes. “Titulares y Mas” co-host Karin Mendiburu and “Ritmo Deportivo” host Leti Coó will promote general health and wellness through PSAs on sports and exercise.

In collaboration with The American Heart Association, Maria Celeste will also serve as an ambassador to AHA’s Go Red For Women/Go Red Por Tu Corazón campaigns through social media postings, attendance at events related to the platform and general advocating for heart health awareness. Additionally, AARP, the American Cancer Society, the American Diabetes Association and the American Heart Association will host valuable wellness information on Telemundo’s digital properties like risk assessment exams, questions to ask the doctor, science news, healthy living advice and recipes, and more.

Additional initiatives will include a presence at health fairs in key markets, offering product sampling and demonstrations, health screenings, seminars and celebrity appearances. A digital destination powered by editorial partnerships with trusted health brands will host video content, health tips, information on local health fairs and much more. An external advisory council will engage key leaders in public and non-profit organizations to provide insights and guidance that will ensure the campaign meets the evolving needs of family, patients and caregivers, while providing input on developing key partnership opportunities to further

the success of the initiative. Advisory council members include: Beth Colleton, NBCUniversal; Lorraine Cortes-Vazquez, AARP; Christina Jones, Novo Nordisk; Christopher Kaplan, Cajetan LLC; Jose Luis Mosquera, [DrMosquera.com](http://DrMosquera.com) and [SaludMovil.com](http://SaludMovil.com); Gary Puckrein, National Minority Quality Forum; Elena Rios, National Hispanic Medical Association; Henry Rodriguez, American Diabetes Association; Eduardo Sanchez, American Heart Association; Roslyn Schneider, Pfizer; and Richard Wender, American Cancer Society.

To download a *Prevenir es Vivir* PSA in English, [click here](#). For Spanish, [click here](#).

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#### **About Telemundo:**

**Telemundo**, a division of NBCUniversal Hispanic Enterprises and Content, is a world-class media company, leading the industry in the production and distribution of high-quality Spanish-language content across its multiplatform portfolio to U.S. Hispanics and audiences around the world. Telemundo's multiple platforms include the Telemundo Network, a Spanish-language television network featuring original productions, theatrical motion pictures, news and first-class sports events, reaching U.S. Hispanic viewers in 210 markets through its 17 owned stations, broadcast and MVPD affiliates; Telemundo Digital Media, which distributes Telemundo's original content across digital and emerging platforms including mobile devices and [www.telemundo.com](http://www.telemundo.com); an owned and operated full power station in Puerto Rico that reaches 99% of all TV households in that DMA; and Telemundo Internacional, the international distribution arm which has positioned Telemundo as the second largest provider of Spanish-language content worldwide by syndicating content to more than 100 countries in over 35 languages.

#### **About NBC UNIVERSO:**

NBC UNIVERSO is a modern general entertainment cable channel for Latinos, bringing the world's top sports franchises and edgy, emotional programming to more than 40 million households in the U.S. As one of the most widely available modern cable channels for U.S. Latinos, NBC UNIVERSO delivers a thrilling mix of exclusive sports action – including FIFA World Cup™, NASCAR Mexico Series, NFL, Premier League and The 2016 Rio Olympics – along with signature series, blockbuster movies, music, must-see live events and strategic acquisitions, on TV, online and mobile devices. NBC UNIVERSO is part of Hispanic Enterprises and Content, a division of NBCUniversal, one of the world's leading media and entertainment companies. NBCUniversal is a subsidiary of Comcast Corporation. For more information, please visit [www.nbcuniverso.com](http://www.nbcuniverso.com).

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**WHEN :** 2015-03-03 15:21:16

**WHERE :**

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