

## **Discovery Familia Dresses in Red for February**

The Associated Press

/FROM PR NEWSWIRE DALLAS 888-776-3971/

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TO BUSINESS, FAMILY, AND HEALTH EDITORS:

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MIAMI, Feb. 6, 2012 /PRNewswire/ -- This February, American Heart

Month, Discovery Familia joins this important cause by launching the

"Escucha tu Corazon" (Listen To Your Heart) initiative to raise

awareness and educate Hispanic women about heart disease, including

their risk factors. The national initiative includes special on air

programming, Public Service Announcements (PSAs), a microsite

specifically created to provide information on the subject, and a

special collaboration with the The Heart Truth@, a national campaign

for women about heart disease sponsored by the National Heart, Lung

and Blood Institute (NHLBI).

As part of the collaboration with The Heart Truth@ campaign, Discovery

Familia created PSAs that will feature Jeannette Torres-Alvarez, the

official ambassador for Discovery Familia. The PSAs include

information on risk factors such as being overweight and diabetes, and

ways to prevent heart disease. They will be broadcast during the

network's nighttime programming, beginning February 6.

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"Heart disease is the primary cause of death among Latinas in the United States. Any one of us could have a predisposition to heart disease. That is why we need to become informed, get our medical check-ups, be willing to change our lifestyles and always listen to our hearts," stated Jeannette Torres-Alvarez, Discovery Familia's ambassador.

As the network's ambassador and representing Hispanic women, Jeannette has also been invited to participate in the The Heart Truth's Red Dress Collection 2012 Fashion Show scheduled for February 8 at 7 PM ET in New York City. This annual event during New York Fashion Week brings together more than 20 celebrities walking the runway in fashions created by some of America's top designers. The main aim is to raise awareness of the #1 killer of women and prompt women to take action to lower their risk for heart disease. The event can be watched live on the Discovery Familia website, [www.discoveryfamilia.com](http://www.discoveryfamilia.com).

Following through on its promise to provide Hispanic women in the United States with information and shows expressly created to address her needs, Discovery Familia will also broadcast special programming during its "Sabados medicos" (Medical Saturdays) at 10 PM E/P every Saturday during the month of February. Some of the medical specials to be featured include: Cardiovascular Disease programs, (2/11); the documentary The First Heart Transplant, (2/18) hosted by renowned surgeon Dr. Mehmet Oz, which describes the first heart transplant done in 1967; and new episodes of the series, Surgery Saved My Life,

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The network has also created a microsite at [www.discoveryfamilia.com](http://www.discoveryfamilia.com), which will provide women with helpful tools and specific information on cardiovascular disease, prevention tips, facts, videos, as well as a direct link to The Heart Truth@ campaign at [www.hearttruth.gov](http://www.hearttruth.gov).

### About Discovery Familia

Part of Discovery Communications, Discovery Familia is the only Spanish language network completely dedicated to the Hispanic mom and what's important to her: her kids, her home and her well-being. With insightful programming targeted to children aged 2-6, the network's daily Discovery Kids block provides a safe, entertaining and curriculum-based co-viewing experience that helps preschoolers get ready for the real world. Each night, Discovery Familia is programmed for mom, spanning relevant topics from cooking and home improvement, to parenting and relationships, to beauty and health. With trusted content, entertaining programs and unmatched quality, Discovery Familia is a place that Hispanic moms and their children can call "home".

### About The HeartTruth@

The Heart Truth@ is a national awareness campaign for women about heart disease and is sponsored by the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health, U.S. Department of Health and Human Services (HHS). Through the campaign, the NHLBI leads the nation in a landmark heart health awareness movement that is being embraced by millions who share the common goal

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of better heart health for all women. The centerpiece of The Heart Truth® is the Red Dress, which was introduced as the national symbol for women and heart disease awareness in 2002 by the NHLBI. The Red Dress® reminds women of the need to protect their heart health, and inspires them to take action. ® The Heart Truth, its logo, and The Red Dress are registered trademarks of HHS.

SOURCE Discovery Familia

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