



For Immediate Release
March 18, 2010

Contact: Laura Madrid • 602-317-9251
lauramadrid@cox.net

**CONCILIO LATINO DE SALUD KICKS OFF ANNUAL
¡VIVE TU VIDA! GET UP! GET MOVING!™ 25 CITY EVENT SERIES**

Former Soccer Player Santana Cartajena and Univision Sports Commentator Ahmed Santos Join FREE Event of Dance, Sports, Music, and Health Screenings

U.S. Soccer Foundation's Passback Tour Providing Free Soccer Clinics and Equipment in Phoenix and all 25 City Events

Phoenix, AZ– Concilio Latino de Salud welcomes Phoenix residents to the national kick off of **¡Vive tu vida! Get Up! Get Moving!™** This annual FREE event promotes family physical activity and healthy lifestyles. The event will be held this **Saturday, March 20, 2010**, from the hours of **8:00 a.m. to 2:00 p.m.** at the **Mark T. Atkinson School** (Cartwright School District), located at **4315 N. Maryvale Parkway**, Phoenix, AZ 85031.

According to Dr. Elizabeth Ortiz de Valdez, Director of the Concilio Latino de Salud, “*¡Vive tu vida! Get Up! Get Moving!™* reminds us that people of all ages and sizes can make movement a part of their daily lives — and have fun doing it! Dance, learn a new activity, or walk with family or friends. There are hundreds of great ways to get up and get moving for your health.”

Participants will enjoy soccer clinics provided by the U.S. Soccer Foundation's Passback Tour as well as free soccer balls, t-shirts, and healthy snacks for the first 200 youth participants. Family activities include free tennis lessons for all ages from the U.S. Tennis Association, dance lessons, Hula Hoop contest, bike raffle, and live music with Grupo Caribe and Version Norteña. The event will also feature *Para un corazón saludable* heart health clinics, including workshops on atherosclerosis and FREE screenings for high blood pressure, cholesterol, and diabetes.

The **U.S. Soccer Foundation's Passback Tour** is partnering with *¡Vive tu vida! Get Up! Get Moving!™* at all 25 city events and will provide children and their families with soccer clinics that emphasize the importance of physical activity, proper diet and healthy lifestyles. The Passback Tour will also help connect families with local soccer programs that assist children in achieving the recommended 60 minutes of physical activity each day. This unique partnership was recognized by First Lady Michelle Obama at a soccer clinic held in Washington, DC on March 5, 2010 as part of her *Let's Move!* campaign to help raise a healthier generation of kids.

“Making movement a daily part of your life is one of the most important steps you can take for your own health and your family's health,” said Dr. Jane L. Delgado, President and CEO of the National Alliance for Hispanic Health, the nation's leading Hispanic health advocacy group.

“We are grateful to our sponsors, including national sponsors AstraZeneca, Health Foundation for the Americas, the United States Soccer Foundation, the United States Tennis Association and our national media sponsor Univision Communications for making it possible to bring *¡Vive tu vida! Get Up! Get Moving!™* to Phoenix and all event cities. We all look forward to a great day in Phoenix of activity, health, and fun for the whole family!” concluded Dr. Delgado.

###

About the Concilio Latino de Salud (CLS)

Concilio is a 501(c)(3), nonprofit, community-based organization that provides culturally competent, linguistically appropriate prevention education about a wide range of health topics of great concern to the Hispanic community including: HIV/AIDS and other STIs (sexually transmitted infections), cardiovascular disease, diabetes and obesity, inhalant/substance abuse among young adults, preventative vaccinations for babies and children, tobacco use elimination and others. We actively pursue goals set by the national and state projects such as *Healthy People 2010* through programming, advocacy, public policy analysis, workshops, community-wide education, service and resource referrals, applied research, and media links.

About the National Alliance for Hispanic Health (the Alliance)

The National Alliance for Hispanic Health is the nation's foremost source of information and trusted advocate for the health of Hispanics. The Alliance represents thousands of Hispanic health providers across the nation providing services to more than 15 million each year, making a daily difference in the lives of Hispanic communities and families. For more information, visit www.hispanichealth.org or call the Alliance's *Su Familia* National Hispanic Family Health Helpline at 866-783-2645.

About the Health Foundation for the Americas (HFA)

HFA is the support organization for the National Alliance for Hispanic Health. HFA encourages philanthropy to give voice for the power and promise of Hispanic community-based solutions and at the same time challenge medicine and science to apply the lessons from the Hispanic health experience to benefit all communities. For more information, visit www.healthamericas.org.

About the U.S. Soccer Foundation

The U.S. Soccer Foundation is the Major Charitable Arm of Soccer in the United States. Established in 1994, the U.S. Soccer Foundation has invested more than \$51 million, supporting hundreds of projects in every state. The U.S. Soccer Foundation supports programs and field building projects that provide low income and at-risk youth in urban communities with soccer programs that promote education, healthy lifestyles, leadership and positive alternatives to drugs, crime and other at-risk behaviors. For more information, visit ussoccerfoundation.org.

About ¡Vive tu vida! Get Up! Get Moving!™

¡Vive tu vida! Get Up! Get Moving!™ is the premier national family physical activity and healthy lifestyle event series with a 25 city tour in 2010-2011 expected to attract over 40,000 participants. The family-oriented events are organized by ten leading Hispanic community-based organizations and are tailored to the interests and cultures of their community. Events are being held in Albuquerque, NM; Atlanta, GA; Boston, MA; Brownsville, TX; Chicago, IL; Columbus, OH; Dallas, TX; Denver, CO; Detroit, MI; Houston, TX; Kansas City, MO; Los Angeles, CA; Las Vegas, NV; Miami, FL; Newark, NJ; New York, NY; Philadelphia, PA; Phoenix, AZ; Salt Lake City, UT; San Antonio, TX; San Diego, CA; San Francisco/Oakland, CA; San Jose, CA; Seattle, WA; and, Washington, DC. The series is presented by the National Alliance for Hispanic Health and the Health Foundation for the Americas along with its national sponsors: AstraZeneca, Univision Communication's *Salud es vida ¡Entérate!*, the U.S. Soccer Foundation (USSF), and the United States Tennis Association (USTA). More information is available by calling 1-866-783-2645, texting VIDA to 30644, or visiting hispanichealth.org/vida/

PRESENTING SPONSORS:



NATIONAL SPONSORS:



LOCAL SPONSORS:



LOCAL MEDIA SPONSORS:

