



## MEDIA ADVISORY

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# Chicago Hispanic Health Coalition Presents Eighth Annual *iVive tu vida! Get Up! Get Moving!*<sup>®</sup> Event

*The Nation's Premier Annual Physical Activity and Hispanic Family Health Celebration*

*Boehringer Ingelheim Pharmaceuticals, Inc. and Eli Lilly and Company presenting  
Llaves para una mejor salud (Keys to a Healthier You) diabetes education pavilion*

**Chicago, IL** – On Saturday, June 28, 2014, the National Alliance for Hispanic Health with local community-based organization partner, Chicago Hispanic Health Coalition presents *iVive tu vida! Get Up! Get Moving!*<sup>®</sup> Chicago. The event promotes Hispanic family physical activity and good nutrition for better health and wellness for people of all ages and all sizes. The event this weekend is FREE and open to the public and will be held at the McKinley Park Field House at 2210 West Pershing Road in Chicago, from 10:00 am to 3:00 pm.

“At *iVive tu vida! Get Up! Get Moving!*<sup>®</sup> thousands of Chicagoans have received free health screenings, joined an exercise group or sports team, or learned about health services available to them,” said Esther Sciammarella, Executive Director of Chicago Hispanic Health Coalition. “By promoting exercise and healthy eating in a fun and entertaining way, *iVive tu Vida! Get up! Get Moving!*<sup>®</sup> is working to change the lives of Latinos in Chicago and around the country.” stated Alderman Cardenas, Chairman of the Committee on Health and Environmental Protection and co-organizer of the event.

*iVive tu vida! Get Up! Get Moving!*<sup>®</sup> demonstrates the power of culture, family, and community to promote better health for all. Made possible by an extraordinary group of partners and volunteers, the Chicago event will feature health screenings and information including blood pressure, cholesterol, diabetes, and kidney disease; vision and dental exams; and, Medicare and Medicaid enrollment details. There will also be activities for the whole family including Mexican folkloric dance performances, a fitness walk; raffles, exercise demonstrations tennis clinics provided by the U.S. Tennis Association; and a youth soccer tournament sponsored by *5 de Mayo* and Univision!

Title sponsor Boehringer Ingelheim Pharmaceuticals, Inc. and Eli Lilly and Company are bringing their *Llaves para una mejor salud (Keys to a Healthier You)* diabetes education pavilion to a 10-city tour of the Alliance's signature *iVive tu vida! Get Up! Get Moving!*<sup>®</sup> event series. This fun and interactive pavilion will include music and dance demonstrations, good nutrition stations, and the chance to talk to a certified diabetes educator.

“We are proud to be the title sponsor for *iVive tu vida! Get Up! Get Moving!*<sup>®</sup> as part of our ongoing commitment to the communities we serve, and education about diabetes and healthy living,” said Christopher Kaplan, Senior Vice President and Chief Marketing Officer, Boehringer Ingelheim Pharmaceuticals, Inc. “We recognize we are part of a global community and our family of employees feels strongly about partnering with organizations like the Alliance to improve it.”

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“The support we receive from Boehringer Ingelheim Pharmaceuticals, Inc. and Eli Lilly and Company (Lilly), Newman’s Own Foundation, and the Healthy Americas Foundation allows us to serve 25,000 people at community family health events every year, like the one this weekend in Phoenix,” 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 proud to support the National Alliance for Hispanic Health in providing community-based health and nutrition outreach,” said Robert Forrester, president of Newman’s Own Foundation. “One of the Foundation’s priorities is the support of nonprofits whose focus is on nutrition, and *iVive tu vida! Get Up! Get Moving!*<sup>®</sup> works to address a broad range of needs on the local level.”

All participants of *iVive tu vida! Get Up! Get Moving!*<sup>®</sup> Chicago will be eligible to register for the National Alliance for Hispanic Health’s *Buena Salud*<sup>®</sup> Club. This free membership club is designed to promote healthy lifestyles by providing year-round reliable and confidential health information and provider referrals.

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#### **About the Chicago Hispanic Health Coalition**

The Chicago Hispanic Health Coalition was established in June 1991 as a multi-disciplinary membership organization to address the need to promote health and prevent disease among Chicago’s Hispanic community. The Coalition’s mission is to promote healthy behavior and prevent chronic disease. CHC advances health education and disease prevention in the Hispanic community through coalition building and direct action. It seeks to empower the Hispanic community by providing a centralized forum for capacity building, coordination, policy and networking among health and human service providers and the communities they serve. For more information visit [www.chicagohispanichealthcoalition.org/](http://www.chicagohispanichealthcoalition.org/)

#### **About the National Alliance for Hispanic Health**

The Alliance is the nation’s foremost science-based source of information and trusted advocate for the health of Hispanics in the United States. 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](http://www.hispanichealth.org) or call the Alliance’s *Su Familia* National Hispanic Family Health Helpline at 1-866-783-2645.

#### **About *iVive tu vida! Get Up! Get Moving!*<sup>®</sup>**

In its eighth year, *iVive tu vida! Get Up! Get Moving!*<sup>®</sup> is the premier national family physical activity and healthy lifestyle event series in the nation. These family-oriented events are organized by leading Hispanic community-based organizations along with the support of over 400 local partners and hundreds of volunteers, and are tailored to the interests and cultures of each community. The National Alliance for Hispanic Health and the Health Foundation for the Americas present the series, along with title sponsor Boehringer Ingelheim Pharmaceuticals, Inc., and Eli Lilly and Company; national supporter Newman’s Own Foundation; national media partner Univision Communication’s *Salud es vida*; and, national partners the Embassy of Mexico and the United States Tennis Association. For more information call 1-866-783-2645, or visit [www.getupgetmoving.org](http://www.getupgetmoving.org) or find us on Facebook at [www.facebook.com/healthyamericas/events](http://www.facebook.com/healthyamericas/events).