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NEWS RELEASE

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EVENT NOTIFICATION FOR IMMEDIATE RELEASE

Third Annual Health Expo Offers Health Screenings, Diabetic Exams and More

(Naples, Fla.) – As the month of October marks an month focused on fighting breast cancer, **Azteca America SWFL Television and Fifth Third Bank will offer free health screenings at the Third Annual Expo de la Salud** (Health Fair) on Saturday, Oct. 20 from noon to 4 p.m. at the Golden Gate Community Center located at 4701 Golden Gate Parkway in Naples, Fla.

The American Cancer Society reports that breast cancer can be prevented not only with early detection but with consistent exercise and a nutritionally balanced diet. Physicians Regional Healthcare System is helping make mammograms, a lifesaving, early detection breast cancer screening, ore affordable with an event-exclusive \$89 mammogram deal. Additionally, the Collier County Health Department will provide free HIV testing.

Expo de la Salud connects with residents speaking all languages offering educational lectures for people to learn about improving not only their body's health but also their family's financial health. Fifth Third Bank will have its E-Bus to serve as a private area where participants can meet privately with leading Fifth Third Bank financial planners to identify improvements for every family's financial future and stability.

"The goal is to make sure our community is healthy and has the capability of identifying health issues immediately. As a woman, I know a mammogram is important for identifying breast cancer early, so we are thrilled to offer so many free and reduced cost health screenings to the community with lectures in Spanish for our Spanish speaking residents," said Mayela Rosales, D'Latinos al Dia television program host.

D'Latinos al Dia, a daily, Spanish language, lifestyle news program as well as many other sponsors will be offering free giveaways and assistance to event attendees. Other sponsors include Fifth Third Bank, 21st Century Oncology, Azteca America Southwest Florida Television, D'Latinos Magazine, Cancer Alliance of Naples, American Cancer Society, David Lawrence Center, Planned Parenthood of Collier County, Jeanette Skin Care Studio, Children's Dentistry of Naples, Health Care Network of Southwest Florida and Lipid Labz, Inc.

Expo de la Salud is a free event on Saturday, Oct 20 from noon to 4 p.m. at the Golden Gate Community Park, 4701 Golden Gate Parkway, For more information, call (239) 254-9995 extension 208.

About Media Vista

In August, 2002, Orlando and Mayela Rosales created *D'Latinos al Dia*, a Hispanic television news program, which has grown into a multi platform media empire. In November 2003, the company launched *D'Latinos Magazine*, a free Southwest Florida Hispanic lifestyle publication. Orlando Rosales serves as chairman for the Media Vista Group, the parent company of *D'Latinos al Dia*, and in 2006 the company expanded to 24 hours of programming as the affiliate of Azteca America (WANA) for Southwest Florida, which has joined the Comcast digital lineup on Channels 231 and 611. In 2007-2008, Azteca America SWFL became available on DirectTV and Dish Network on channel 14.