



Contact: Venus Ginés, 281-489-1111

PRESS RELEASE

Día de la Mujer Latina Celebrates 18 years of Community Empowerment

May 10, 2015, Houston, Texas - On May 10, 2015, Día de la Mujer Latina Inc. (DML), will celebrate its 18th birthday of empowering communities with its signature Health Fiestas, its national Promotores/Community Health Worker Training and its outreach in Latin America.

“In 1997, after celebrating 5 years of breast cancer survivorship and losing my sister to cervical cancer in 1995, I made a promise to God that I will dedicate my life to promoting early cancer detection screening for our Latina women” stated CEO/Founder, Venus Ginés. She had no idea that Día de la Mujer Latina™ y su Familia would grow to be one of the largest Latina breast and cervical cancer network in the country, 40 major cities strong with a program in Puerto Rico, Dominican Republic and soon Mexico. The mission of Dia de la Mujer Latina was launched.

This national nonprofit organization, dedicated to eliminating health disparities to cervical and breast cancer, diabetes, and hypertension, has served over 94,000 Latinos to health and wellness. DML motivates our vulnerable population to get screened and change unhealthy behaviors, DML informs our Latinos about local resources, DML navigates patients through the course of their diagnosis and treatment, and DML educates our Latinos in a culturally and linguistically proficient manner – all by our Promotores/Community Health Workers.

DML became the 1st Latino organization approved by the state of Texas to train and certify Promotores and Community Health Workers (P/CHWs) throughout Texas. DML now has 12 Instructors located in Houston, Austin, Dallas, Ft Worth, Corpus Christi, Lubbock, San Antonio and McAllen. Furthermore, DML is also training Paramedics in 2 counties and recently graduated 28 employees of the City of Houston Health Department to become certified CHWs. DML has earned recognition for its commitment to education and training both Patient and insurance Navigators in addition to its series of annual Statewide Conferences on Expanding the Role of Promotores/Community Health, a much anticipated event for hundredths of P/CHWs now in its 4th year.

DML's next move is to promote the role of Promotores and Community Health Workers as clinical trial navigators, emergency preparedness response teams and patient advocates in major hospitals, clinical and community health centers.

Happy Birthday DML and thank you to all who made our mission possible and impactful, especially our dedicated past and present Board of Directors and countless Promotores and Community Health Workers, sponsors, and mentors. www.diadelamujerlatina.org

Venus