



Sunday, April 23, 2017 11 a.m - 3 p.m.  
Boggus Ford Events Center, 3000 N. Cage, Pharr

## **News Release and Media Advisory**

April 5, 2017

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### **Doctors Hospital at Renaissance Health System announced as Presenting Sponsor of Por Vida Health & Food Fest**

AIM Media Texas and The Monitor are pleased to announce Doctors Hospital at Renaissance Health System as the presenting sponsor of the Por Vida Health & Food Fest to be held Sunday, April 23, 2017 at the Boggus Ford Events Center in Pharr. Admission is free.

AIM Media Texas, The Monitor and Doctors Hospital at Renaissance Health System are concerned about the well-being of the region and have taken the lead in promoting healthier living and better eating habits. Recently the Rio Grande Valley was named one of the nation's most obese regions, with a very high rate of diabetes.

Doctors Hospital at Renaissance Health System will provide an array of free health screenings, a live healthy cooking demonstration and a popular entertaining children's performance by Dr. Ted E. Bear.

Por Vida Health & Food Fest is a family-friendly event where attendees can sample the healthiest foods in the Valley, enjoy live cooking demonstrations from several known chefs and participate in nutrition and health related information sessions. The medical and business community will be offering their products and services, including food samples throughout the event.

The Por Vida Health & Food Fest sponsorship packages offer maximum print and digital audience exposure featuring regional pre and post-event marketing campaigns.

As a pioneer in the advancement of medical care and service, Doctors Hospital at Renaissance Health System offers some of the most comprehensive care in the Rio Grande Valley. From general acute care services and graduate medical education to individually-tailored wellness and preventative health programs, at DHR over 650 physicians and more than 1,200 nurses dedicate themselves to offering a full continuum of care in over 70 different sub-specialties.

We invite you to join AIM Media Texas, The Monitor and Doctors Hospital at Renaissance Health System as we encourage the community to take the next steps toward a healthier lifestyle.