



Día de la Mujer Latina.

**Día de la Mujer Latina, Inc.**

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## **PRESS RELEASE**

### **Día de la Mujer Latina Launches its Quinceañera Celebration focusing on Cervical Cancer Awareness**

January 12, 2012, Houston, TX — Latina women have the highest mortality rate due to cervical cancer. Día de la Mujer Latina (DML) will be celebrating its 15<sup>th</sup> birthday of successful community intervention on breast and cervical cancer – its Quinceañera on January 21, 2012. To kick-off the milestones and in recognition of National Cervical Cancer Awareness Month, DML will be offering free cervical cancer screening of (Pap Smears) in partnership with Methodist Hospital, College of American Pathologists and the City of Houston at our next Health Fiesta cultural event at *Southwest MultiService Center, 6400 High Star, Houston TX, 77074 on Saturday, from 9am to 2pm..* We will provide free breast exams and pap smears, as well as other STD screenings. All of these early detection screenings will be covered with only a \$20 Registration Fee for 2012 as member of DML's *Familia*. Expected attendance is 500+.

Since 1997, Día de la Mujer Latina (DML), a 501 C3 national Latina health & wellness community-based organization, has been celebrating its signature health fiestas annually in thirty seven states and Puerto Rico with a complimentary training program for Promotores /Community Health Workers. Today, DML has trained over 350 Promotores nationally and served nearly 74,000 clients. DML became the 1st Latina CBO approved as State Sponsored Certification Training Program providing the 160 Hour bi-lingual P/CHW training throughout Texas. DML Promotores, both male and female, are respected community members whose firm knowledge and relationships in their neighborhoods enable them to deliver culturally and linguistically proficient one-on one education and patient navigation services.

“Our mission is to motivate, inform, navigate and empower communities at-risk in a culturally and linguistically proficient manner. DML’s signature health and wellness fiesta facilitates early detection screening to breast and cervical cancer plus other health challenges, i.e. diabetes, hypertension, obesity and HIV. Our Promotores are community-based navigators, trained to educate and navigate on health screening and ongoing care and patient case management,” stated DML’s CEO/Founder, Venus Ginés.

For further information on DML and its training program, please go to our website at [diadelamujerlatina.org](http://diadelamujerlatina.org) or call 281-489-1111.

*Celebrating our Culture and Navigating your Health since 1997*