



MEDIA ADVISORY

FOR IMMEDIATE USE

THE COMING EPIDEMIC: EVENT TO EDUCATE COMMUNITY, INDUSTRY, AND POLICY LEADERS OF LOOMING HEALTH CRISIS IN LATINO POPULATIONS

**RECENT RESEARCH SHOWS LATINO OSTEOPOROSIS RATES HAVE DOUBLED
COMPOUNDED BY THE FACT THAT LATINOS ARE SCREENED LESS**

Death Rates After Hip Fractures Are Nearly Twice That of Breast Cancer

WHO/WHAT: Frank Quevedo, Vice President of Southern California Edison and Beatriz Solís, Director, Healthy Communities, The California Endowment, play host to a breakfast reception *featuring the California Hispanic Osteoporosis Foundation* to educate community, industry, and policy leaders of the looming osteoporosis crisis (*20% of people who suffer hip fractures die in less than a year*) in Latino populations.

WHY: Recent research shows osteoporosis rates have doubled among the Latino population. Moreover, Latinos are significantly less likely to get screened for osteoporosis because of the limited awareness of the severity of the disease.

WHEN: Tuesday, March 24, 8:00 a.m. - 9:30 a.m.

WHERE: The *City Club on Bunker Hill*
333 South Grand Ave., 54th Floor,
Los Angeles, CA

SPEAKERS:

- Dr. Augusto Focil, President, and Doug Bonetti, Secretary, California Hispanic Osteoporosis Foundation
- Father Domingos Machado, Director, Saint Augustine Priory

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ABOUT THE California Hispanic Osteoporosis Foundation: The mission of the California Hispanic Osteoporosis Foundation (CHOF) is to increase awareness, prevention, diagnosis, and treatment of osteoporosis with the goal to improve the quality of life in Hispanic Women and Men.

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