



Media Advisory

FOR IMMEDIATE RELEASE:

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REVERED “DOC” BRINGS HOME NATIONAL HONOR Dr. Izquierdo, Founder of Urban Health Plan (The Only Community Health Center in the South Bronx) To Be Awarded Surgeon General’s Medallion

The 17th Surgeon General of the United States and president of Canyon Ranch Institute, Richard H. Carmona, M.D., M.P.H., FACS will confer the Surgeon General’s Medallion to Dr. Richard Izquierdo at a surprise ceremony in Dr. Izquierdo’s honor. Dr. Izquierdo’s career spans over four decades serving the medical needs of the South Bronx community, where he grew up and has always called his own.

The Surgeon General’s Medallion is the highest award that the U.S. Surgeon General can award on a civilian or officer. The medallion is bestowed in the name of the United States Surgeon General for exceptional achievement in the cause of public health and medicine. The Surgeon General’s Medallion is most often presented for medical breakthroughs in public health, or disease prevention and control.

This event will mark the first time that Dr. Carmona (who was born and raised in New York City) will confer the Surgeon General’s Medallion to a fellow New Yorker. Past recipients of this distinctive honor include the 13th Surgeon General of the United States the Honorable Dr. C. Everett Koop; Special Olympics CEO and President Dr. Timothy Shriver; and the director of the National Institutes of Health, Dr. Elias Zerhouni.

What: Surgeon General’s Medallion Award Ceremony in honor of Dr. Richard Izquierdo

When: Tuesday, January 23, 2007 at 11 AM

Where: Urban Health Plan, El Nuevo San Juan Health Center, located at 1065 Southern Blvd., Bronx, NY 10459

Who: Dr. Richard H. Carmona, City Council Members Joel Rivera, Maria Del Carmen Arroyo, and Hiram Monserrate, NY State Senator Jose M. Serrano, Ed Lewis, Chairman and Founder of *Essence* Magazine and *Latina* Magazine, staff and friends of UHP

Dr. Carmona served as United States Surgeon General from 2002-2006.

Urban Health Plan, Inc. (UHP) is a nonprofit 501(c) 3 federally qualified community health center licensed by New York State as an Article 28 Diagnostic and Treatment Center and certified by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO). UHP has more than 30 years experience delivering quality health care services to the residents of the South Bronx communities of Hunts Point, Morrisania and Mott Haven. In 2006, UHP delivered care to over 27,000 patients who accounted for 145,000 visits.

Canyon Ranch Institute is a nonprofit 501 (c)(3) with the mission to inspire and educate people to make lifestyle choices that result in healthy living. The Institute aims to harness the energy of caring people and organizations to improve the health and well-being of individuals and communities everywhere. The Institute teams with engaged citizens and quality programs that are already in place, works with compassionate health professionals to bring culturally competent care to all communities, and helps to translate scientific data into information that is useful to everyone. Please visit www.canyonranchinstitute.org.

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