



For Immediate Release

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**-INTERNATIONAL FAIR MIXES FUN, CULTURE
AND HEALTH CARE FOR BRONX RESIDENTS**

**--Urban Health Plan celebrates its 15th annual Fiesta San Juan
on Saturday, June 26, 2010**

Bronx residents can get a healthy dose of entertainment and culture at **Fiesta San Juan**, Urban Health Plan's 15th annual health festival, which attracts over 2,500 area residents.

"This event is our way of thanking the community for supporting us," says Paloma Izquierdo-Hernandez, President and CEO of Urban Health Plan (UHP). The Bronx-based non-profit community health center network celebrates its 36th anniversary this year.

Fiesta San Juan is a showcase of Urban Health Plans' community services and programs with great music, raffles, games and prizes. In addition to entertainment, **Fiesta** provides health screenings and health education materials as a way to keep residents engaged with their health needs.

WHAT: Urban Health Plan's 15th annual Fiesta San Juan Health Fair

WHEN: Saturday, June 26, 2010, 10 am to 5 pm

WHERE: West Farms Road between Hoe and Westchester Avenues, Bronx, NY

Musical performances begin at 11:30 am

Performers: Affinity Health Plan performers
Club Teens in Action (Club TIA) performers
Cultura y Tradicion Dance Spectacular
Plaza de Castillo performance

1:30 pm Ray Rodriguez y Swing Sambroso

3:30 pm Wayne Gorbea's Salsa Picante

About Urban Health Plan:

Urban Health Plan (UHP) is a network of federally qualified community health centers based in the South Bronx and Queens. Its mission is to improve the health status of underserved communities. In 2009, UHP served 37,000 patients through 200,000 patient visits. It has served the Hunts Point, Mott Haven and other surrounding communities of the Bronx since 1974.

As a federally qualified health center, UHP plays a vital role in providing health services to poor and medically underserved populations who often have difficulty accessing quality health care.

Over the years, UHP has developed many health improvement initiatives including a nationally acclaimed asthma management program, programs in childhood obesity prevention, nutrition, HIV/AIDS care, and mental health and substance abuse treatment and recovery. UHP is one of the first community health centers in New York who fully uses electronic medical records and is currently using iris recognition technology to identify patients.

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