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**17th U.S. SURGEON GENERAL RICHARD CARMONA AND
CANYON RANCH INSTITUTE PRESENT TODOBEBÉ WITH FIRST-EVER
PREVENTION PIONEER AWARD**

Award recognizes eight years of service to Hispanic families

TUCSON, Ariz. (February 16, 2007) – In the second announcement of Canyon Ranch Institute's 2007 agenda "The Year of Wellness and Prevention," Canyon Ranch Institute president and 17th Surgeon General of the United States (2002–2006) Richard H. Carmona, M.D., M.P.H., FACS today presented the family-focused media company, Todobebé, with the first-ever Canyon Ranch Institute Prevention Pioneer Award.

"We know that the health needs of children grow into the health problems of adulthood, so during The Year of Wellness and Prevention, I am taking a hard look at ways to improve the health of children both domestically and internationally," Dr. Carmona said. "The Canyon Ranch Institute Prevention Pioneer Award recognizes Todobebé for serving as a role model for improving wellness; increasing prevention; eliminating the scourge of health disparities; and improving health literacy at the individual, family, community, national, and global levels."

At the award ceremony, held at Todobebé headquarters in Miami, Florida, Dr. Carmona said that Todobebé was selected to receive the Canyon Ranch Institute Prevention Pioneer Award because of the company's commitment to informing Hispanic families who are planning, expecting, and raising children. Through television, radio, publications, digital media, and grassroots events, Todobebé provides wellness and prevention information to families.

"A healthy life begins before birth, so Canyon Ranch Institute is joining with Todobebé and other child-health organizations to highlight steps that women can take to keep themselves healthy, especially when they are considering becoming pregnant. This includes a healthful diet, exercise, and eliminating tobacco use and alcohol consumption," Dr. Carmona said.

"It is exciting for us to see the dedication and momentum that Dr. Carmona and the Canyon Ranch Institute are bringing to the task of reducing health disparity and improving health prevention at a national level, and we are honored to be recognized within that context," Gillian Sandler, CEO & Chairman of Todobebé said. "The inspiration for Todobebé comes from the families who have in their own hands the power to change the health and opportunities of the next generation, given access to information and positive models in the community. This award is one shared by all the doctors, specialists, and families who have participated in our TV shows, events, radio, and publications over the years."

"The Year of Wellness and Prevention," which was launched in January 2007 and builds on Dr. Carmona's groundbreaking work as U.S. Surgeon General, aims to empower all people to strengthen the body, mind, and spirit of themselves, their families, and their communities. In addition to the Prevention Pioneer Award, "The Year of Wellness and Prevention" also includes:

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THE POWER & POSSIBILITY OF A HEALTHY WORLD

- **The first–ever Surgeons General Public Health Policy Symposium**, to be held in Tucson, Ariz., in conjunction with the Mel and Enid Zuckerman College of Public Health at the University of Arizona, where Institute president Dr. Carmona is the Distinguished Professor of Public Health. Prior Surgeons General will participate in the 2008 gathering, working together as never before to address the most urgent public health issues.
- **Canyon Ranch Institute Prevention Partnerships**, to improve wellness and increase prevention as a way of life, particularly for minority populations and other targeted at–risk groups. These partnerships include initiatives with state and local governments, private corporations, health–focused organizations, the media, and academic institutions.
- **Canyon Ranch National Wellness and Prevention Scholarship Program** for health care professionals from community health centers to participate in the weeklong Canyon Ranch Life Enhancement Program in Tucson, Ariz. The first scholarships were awarded to Urban Health Plan (South Bronx, New York City). The Canyon Ranch Life Enhancement Program is a continuing medical education (CME)–accredited program that has been in place at Canyon Ranch for more than 14 years. Health professionals who receive scholarships will learn about integrative wellness and prevention, and then carry that knowledge back to their community health centers. More information about the Canyon Ranch National Wellness and Prevention Scholarship Program will be posted March 31 at www.canyonranchinstitute.org.
- **The 17th Surgeon General's Task Force for Wellness and Prevention**, which will advise Dr. Carmona on the development of the National Call to Action for Wellness and Prevention. The Task Force will be comprised of recognized health and wellness leaders.

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About Canyon Ranch Institute: The Canyon Ranch Institute is a 501(c)3 non–profit organization dedicated to inspiring and educating people across America so they can make positive, healthy choices for themselves and their families. More information is available at www.canyonranchinstitute.org.

About Todobebé: Todobebé, the family brand dedicated to families who are planning, expecting, and raising babies, is a multimedia company that includes content and programs such as: Todobebé TV, the only network TV show on child rearing, airing weekly nationwide on the Telemundo Network in the U.S. and via Televisa Networks in Mexico; Todobebe.com, the #1 Internet destination for Spanish–speaking families expecting and raising babies since 1999; Todobebé radio capsules syndicated via ABC Radio Networks, and Todobebé radio shows distributed in South and Central America; The Todobebé Book, the parenting guide for babies 0–12 months published by Harper Collins–Rayo in English and Spanish; Todobebé Parenting Tips, airing hourly in over 550 Wal–Mart stores nationwide in the U.S. via the Premier Retail Network, and in hospitals in Mexico via Canal Angeles. TUCSON, Ariz. (January 23, 2007) – Canyon Ranch Institute president and 17th Surgeon General of the United States (2002–2006) Richard H. Carmona, M.D., M.P.H., FACS today announced the Canyon Ranch Institute's 2007 research and programmatic agenda: "The Year of Wellness and Prevention," which aims to empower all people to strengthen the body, mind, and spirit of themselves, their families, and their communities.