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VidaySalud.com Hits Record-Breaking Month!

HITN's VidaySalud.com, the Spanish-language, health and wellness website reached a record-breaking 1.5 million users this month, almost three times the number of visitors since the site relaunched earlier this year. Now the website is positioned to be the top health and wellness online destination for Spanish-speakers around the world.

The website, which features over 1,000 pieces of video content on various health, medical and lifestyle topics, is on track to become the most visited online destination for Spanish-speakers seeking health information that's objective, educational and science-based. The website already receives more than 15 million visitors per year.

The website—led by the editorial director Dr. Aliza A. Lifshitz, the celebrity health expert and host of the successful Vida y Salud program block that airs daily on HITN —plans on continuing to add new functionalities, such as a support service and live chats, as well as more original videos and articles on health issues relevant to the Spanish-speaking community.

ABOUT HITN

HITN-TV is a leading Spanish-language media company that offers educational and cultural programming for the whole family. It reaches more than 44 million viewers in the US and Puerto Rico via DIRECTV, DISH Network, AT&T U-verse TV, Verizon FiOS TV, Comcast, Charter Spectrum, Frontier Mediacom, CenturyLink Prism and Cablevision. For more information, please visit www.hitn.org