

Partnership Profile: Telemundo Denver

From Business Decision to Passion for a Cause

QUOTABLE

"Supporting an organization that is leading the efforts to cure and prevent a disease that is impacting my community is the right thing to do."

– Andres Chaparro,
Station Manager,
Telemundo Denver

PRIMARY PARTNERSHIP PROGRAMS & EVENTS

- ADA Expo (February)
- Por Tu Familia (year-round)
- Step Out: Walk to Stop Diabetes (November)

ABOUT TELEMUNDO

Telemundo Station Group, part of Telemundo Media, owns 16 television stations (including Denver) in the U.S. and Puerto Rico and produces and broadcasts high-quality Spanish-language content including award-winning news, public affairs and entertainment programs. Telemundo Media, is a division of NBCUniversal.



When Andres Chaparro, Station Manager at Telemundo Denver, was first invited to partner with the Denver Chapter of the American Diabetes Association (ADA), he didn't know much about diabetes or the ADA.

"I hadn't talked to anyone about it – it was just a disease, that's it," Chaparro said.

Nevertheless, Telemundo signed on as the exclusive Hispanic media partner for the ADA Expo in 2012, because Chaparro saw the marketing value of participating.

The annual ADA Expo, held at the Colorado Convention Center, features more than 70 exhibitors and attracts more than 5,000 attendees. Participants include businesses, healthcare providers, patients, caregivers and community members seeking information and resources about diabetes.

Nearly 45 percent of Expo attendees are Hispanic – not surprising, considering that diabetes disproportionately affects Hispanics. Chaparro learned this, and more, after Telemundo committed to a partnership with the ADA.

THE RIGHT THING TO DO

"When I discovered the meaning of diabetes and how impactful it is, especially among Hispanics, that is when I said, 'Supporting an organization that is leading the efforts to cure and prevent a disease that is impacting my community is the right thing to do,'" said Chaparro.

He quickly became more deeply involved in the ADA, first joining the ADA's Board of Directors, and then identifying additional events and initiatives that made sense for Telemundo to support.

One of those initiatives is *por tu familia* (for the family), which focuses on reaching out to the Hispanic community with educational resources and programs.





"This is a disease that people are afraid of," said Chaparro, "They don't understand it. Por tu familia is about connecting with the community. Every day, every week, the ADA is working with churches and community centers and offering great programs. They have been able to do great work and create positive change."

Telemundo also supports Step Out: Walk to Support Diabetes, a fundraising 5k walk (that includes 5k and 10k races) held in Denver each November.

"The first year I went to Step Out I wasn't planning on doing the race. I wore jeans, the worst tennis shoes, and a big backpack. But after seeing so many kids and families having fun, I thought, 'Let's try it!' and I ended up doing the 5k race. Of course, after I finished, I could barely move. I was sore for two days!

"But that is the type of encouragement you get when you go to these events. You don't know what to expect, and suddenly, you're engaged. It is really fun and it is the right thing to do," Chaparro said.

BEYOND THE BUSINESS BENEFITS

Chaparro values the strategic business benefits Telemundo enjoys from its partnership with the ADA.

"The ADA does a great job of recognizing the work of its partners," he said.

Working shoulder-to-shoulder for a common cause, with high-level leaders in other industries, has opened up new opportunities for Telemundo as well.

"The ADA is helping us connect with key leaders that really believe in the organization. When you work with someone who has the same beliefs, when it comes to this disease, you start discovering that maybe you can support each other in other ways as well. From the business perspective, I think that is really important," said Chaparro.

However, for Chaparro, Telemundo's partnership with the ADA has become much more than a good business decision.

A pivotal moment for Chaparro was when he was introduced to a 12-year-old boy who had gone into a diabetic coma and nearly died due to his undiagnosed diabetes. With the support of the ADA's many programs, the boy and his family have learned how to manage the disease.

"For me that is key," said Chaparro. "Partnering with the ADA has informed the way I see this disease. Now it has become a passion. Because once you understand how impactful this disease is, how can you say no?"

American Diabetes Association

The Mission of the American Diabetes Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

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