



FOR IMMEDIATE DISTRIBUTION

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## **HITN offers free service providing medical support, *Pregúntale a Lisa*, to help California wildfire victims**

Visit [www.lisaresponde.com](http://www.lisaresponde.com) for Free Medical Support Service for California wildfires.

**Brooklyn, NY – January 8, 2025** – HITN is stepping up to assist those affected by the devastating wildfires in Los Angeles County by providing **‘Pregúntale a Lisa’**, its free medical support service powered by Vida y Salud.

**‘Pregúntale a Lisa’** is a platform that offers a free chat with doctors and an AI-powered health symptom checker. It provides accessible and accurate medical guidance to its users. **‘Pregúntale a Lisa’** is staffed by experienced medical professionals from Vida y Salud.

Starting Thursday, January 9<sup>th</sup>, **‘Pregúntale a Lisa’** will operate weekdays from 10:00 A.M. to 6:00 P.M. Pacific Time to address the medical concerns of individuals impacted by the wildfires during this critical time.

HITN will re-evaluate the need for extended support hours beyond those dates and inform the community accordingly.

For immediate assistance, please visit <https://www.lisaresponde.com>

### **About HITN-TV**

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 homes in the U.S. and Puerto Rico through DIRECTV, AT&T U-verse, AT&T TV, DISH Network, Verizon FiOS TV, Comcast Xfinity, Charter Spectrum, Mediacom, CenturyLink Prism, Altice, Liberty Cable & Claro (Puerto Rico). Download the “HITN GO” Everywhere app available on Apple, Android, Apple TV, and Roku® with a cable subscription. For more information, visit: [www.hitn.org](http://www.hitn.org) and follow @HITNtv on social platforms.

### **About Vida y Salud:**

Celebrating 40 Years as America’s Emmy Nominated Non-Commercial Television Network for Hispanics



Founded over ten years ago under the editorial direction of Dr. Aliza Lifshitz, VidaySalud.com has the mission of informing, educating and raising awareness about health and wellness. Receiving up to one million visits per month, VidaySalud.com has become a unique resource for the Hispanic community in the United States, offering information based on scientific data through hundreds of articles and videos. Beyond its robust library of content and resources, VidaySalud.com provides free access to telemedicine service **Pregúntale a Lisa** where users can speak directly with doctors via a live chat. For more information, visit [www.vidaysalud.com](http://www.vidaysalud.com)

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