



FOR IMMEDIATE RELEASE

Dear PSA Director,

Nearly 70% of Hispanic adults have high LDL (“bad”) cholesterol and live with an elevated risk of stroke and heart disease—the leading cause of death in the U.S. Many people don’t discover they have high LDL cholesterol until they suffer one of these life-threatening events. Yet too few Hispanic Americans are getting tested and treated for elevated LDL cholesterol.

We know early testing and treatment saves lives. That’s why the American Academy of Family Physicians (AAFP) is encouraging patients to see their family doctor, get tested for possible high LDL cholesterol, and discuss healthy lifestyle changes, such as good nutrition and regular exercise.

Actress and producer **GINA TORRES** is the spokesperson in both a 30- and 60-second PSA. When Ms. Torres – an award-winning actress, producer and star of the hit television show *9-1-1: Lone Star* – learned high LDL cholesterol runs in her family, she began to educate herself about treatment and steps to reduce her risk of heart disease. For the first time, Gina is sharing the struggle she’s endured with her parents' heart health issues, and her family's impact on her own health and well-being. She wants to share this message with the Hispanic community, urging all to learn whether they have a high LDL cholesterol level, and to talk to their doctors to be more in control of their health.

An individual with elevated LDL cholesterol is at higher risk to develop heart disease. That’s why it is so important to have LDL cholesterol levels routinely checked by a doctor, especially if a person has a family history of heart disease.

These PSAs – offered in both Spanish and English (see below) – can be used **until April 30, 2025**. Thank you for your support of our potentially life-saving campaign!

Sincerely,

Rebecca Beeler  
Vice President, Communications  
American Academy of Family Physicians  
*The American Academy of Family Physicians is a 501(c)(6) federally tax-exempt Kansas not-for-profit corporation.*

**Kill Date: 4/30/2025**

**Media Available: 60-second PSA, 30-second PSA  
(Spanish and English versions of each)**