



FOR IMMEDIATE RELEASE
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Local TV news anchor recognized for contributions to the Latino community
Mike Gonzalez receives 2010 Asuris Latino Hero Award

SPOKANE – Asuris Northwest Health has awarded local news anchor, Mike Gonzalez, its 2010 Latino Hero Award. The award is part of Asuris’ ongoing commitment to the Latino community, and honors individuals of Latino descent who have given back to the community and have impressive professional or educational accomplishments.

“Through his work as a newscaster Mike Gonzalez has become a powerful voice for the Latino community,” said Francisco Garbayo, who leads Asuris’ Latino outreach efforts. “His commitment to the Latino community – especially kids – truly embodies the spirit of the Latino Hero Award.”

Gonzalez is a TV news anchor at KXLY in Spokane and hosts Good Morning Northwest, a weekday morning show on the station. He is also the founder of the [Hispanic Food Network](#) and has his own cooking show, “En La Cocina.” The network promotes local Latino restaurants, showcases new recipes, and explains the origins of popular Latino dishes. Outside of work, Gonzalez is president of the Hispanic Business Professional Association and is a volunteer for the Boys and Girls Clubs of Spokane County.

Originally from Miami, Gonzalez is Puerto Rican on his mother’s side and German-Irish on his father’s. Before coming to Spokane, Gonzalez worked at a news station in Omaha and Lincoln Nebraska. Gonzalez graduated from North Carolina State University where he played for the Wolfpack baseball team. He later played for a minor league team called the Allentown Ambassadors.

Upon learning he was the winner of the Asuris Latino Hero Award, Gonzalez said, “I am humbled. I never expected this, but it’s a great honor, and it motivates me to continue giving back and trying to set a good example for youth in our community.”

As the recipient of the Hero Award, Gonzalez will receive \$2,000 which he plans to donate to the Blanca Torres Scholarship Memorial Fund at Northwest University and the Hispanic Business Professional Association. Gonzalez will also be featured in an Asuris advertising campaign.

About Asuris Northwest Health

Asuris Northwest Health offers a full range of health care coverage options, including dental coverage, for eastern Washington employers and individuals. We also offer Medicare supplemental plans and Medicare Part D prescription drug coverage to more than 67,000

members, and provide access to more than 20,000 health care providers. Asuris is committed to improving the health of our members and our communities, and to transforming our health care system. For more information, please visit www.asuris.com or www.twitter.com/AsurisNWHealth . Asuris Northwest Health, a nonprofit health plan, is a subsidiary of Regence BlueShield, a leading health plan in Washington.

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