

# PEOPLE EN ESPAÑOL To Launch Series Of Virtual Events Beginning July 23

## Inspírate, Poderosas, Among Other New Programming Aimed at Empowering the Hispanic Community On the Heels of PEOPLE EN ESPAÑOL SALUD Special Issue Debut

NEW YORK, July 16, 2020 /PRNewswire/ -- [Meredith Corporation](#)'s (NYSE: MDP) PEOPLE EN ESPAÑOL today announced that in response to the global COVID-19 pandemic, it is pivoting to virtual events for the remainder of 2020. The brand, which reaches an audience of almost 17 million, is transforming its live events into fully immersive digital programming to give its national audience a real-life experience. PEOPLE EN ESPAÑOL continues to serve a community most affected in the current crisis by informing, motivating and inspiring it with trusted content and engaging experiences.

"PEOPLE EN ESPAÑOL recognizes the current complex issues that have a significant impact on the Hispanic community. It is imperative for us to support and empower our passionate audience with essential, relevant and provocative content during this momentous time," says Monique Manso, PEOPLE EN ESPAÑOL Publisher.

Virtual events from PEOPLE EN ESPAÑOL include:

- **Inspírate (July 23 & 24, 2020):** This social-first, video content series and weekend summit will help guide and educate the Hispanic community through these challenging times. From stress management to cooking to beauty, PEOPLE EN ESPAÑOL editors will lead intimate conversations with leading Hispanic celebrities, including actress Elizabeth Gutierrez, comedian Aida Rodriguez, motivational speaker Maria Marin and chef Johana Clavel. Toyota Highlander has signed on as Inspírate Weekend Summit partner and will kick off a day of health and wellness with a fitness class leading into meditation to help our audience find their healthy and happy place. Brands can join Toyota Highlander and align with various topics to help Latinas lead calmer, safer, happier lives.
- **2020 Virtual Poderosas Conference (September 19 & 26, 2020):** Each year PEOPLE EN ESPAÑOL Poderosas Conference gathers Latina business women, community leaders, activists and celebrities to participate in a full range of empowerment activities aimed at increasing motivation and improving performance, including keynote addresses from prominent Hispanic women across many different industries. The evolution from an in-person event to a digital experience will allow PEOPLE EN ESPAÑOL to continue to guide, mentor and inspire a community of career-focused Latinas and, for the first time, serve a wider, national audience eager to learn and grow professionally and personally – and helping bridge the gap between prominent and insightful Latina leaders and those eager to learn from them. Guests will include award-winning journalist Maria Elena Salinas, TV host Admari Lopez and Pamela Silva Conde. Through partnerships with agencies and organizations, PEOPLE EN ESPAÑOL is committed to providing a compelling virtual event that will serve as a source of information, tools, training and inspiration for Latinas. Planned Parenthood has confirmed its sponsorship.
- **2020 Virtual Festival PEOPLE EN ESPAÑOL (October 10 & 11, 2020):** Festival PEOPLE EN ESPAÑOL has become known as the largest, free, live experience of its kind. With all the changes in our world, the 2020 festival will continue to build on the success of this event through a virtual experience. This year we'll bring multiple Latino generations together to celebrate our culture, community, entertainment and celebrities by highlighting film and TV's must-see fall programming, along with inspirational content our community desires through our virtual festival platform.

PEOPLE EN ESPAÑOL continues to gain momentum and reinforce the empowerment of its Hispanic audience with its recent launch of a special issue titled PEOPLE EN ESPAÑOL SALUD. The issue, which is being distributed in 2,000 physician's offices, aims to inform and educate readers on health and wellness with an exclusive celebrity angle, which is more vital now than ever.

**ABOUT PEOPLE EN ESPAÑOL**

PEOPLE EN ESPAÑOL was launched in 1996 as a special issue and today has become the top-selling Hispanic magazine in the United States. Published nine times a year, PEOPLE EN ESPAÑOL reaches an audience of 7 million every month with its editorial mix of Hispanic and popular entertainment, fashion and beauty trends and compelling human interest stories. PEOPLE EN ESPAÑOL delivers original editorial content that captures the values, contributions and impact of today's Hispanics in the United States. The brand's social media footprint includes 1.4 million followers on Twitter, over 4.2 million "Likes" on Facebook and 3 million followers on Instagram. For daily news, photos, exclusive behind-the-scenes video and celebrity scoops, visit [www.peopleenespanol.com](http://www.peopleenespanol.com) and follow PEOPLE EN ESPAÑOL on Twitter at @peopleenespanol. Related link: <http://www.peopleenespanol.com>

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