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## **Baby Your Baby Program Announces New Spokesperson**

November 28, 2007 – Salt Lake City, Utah – 2 News Anchor / Reporter Cristina Flores has been named the spokesperson for Baby Your Baby – Utah’s popular and long-running child and maternal health program - a cooperative effort between the Utah Department of Health, Intermountain Healthcare, and KUTV 2 News.

Flores will replace 2 News anchor Michelle King as spokesperson for the Baby Your Baby program. King, who retired in November, had been the program's spokesperson since it began in 1988. In her new capacity, Flores will appear in upcoming English and Spanish language television public service announcements highlighting the Baby Your Baby program, and will also appear publicly in support of the nationally recognized public health initiative. Previously, Cristina had appeared in Spanish language PSAs and videos for the program.

“Baby Your Baby is an incredibly important and effective resource for Utah mothers and children,” commented Cristina. “As a mother of three, I’m well aware of how important adequate healthcare is before, during and after pregnancy. I’m excited to be able to play a bigger role in getting the word out about the many benefits the program has to offer.”

“We are so pleased that Cristina has accepted the opportunity to be our new spokesperson,” said LaDene Larsen, Director of the Bureau of Health Promotion at the Utah Department of Health. “Cristina brings her personal as well as professional knowledge and experience, and we believe she will help strengthen Baby Your Baby's already excellent track record in helping Utah families have healthy babies.”

Cristina Flores joined 2 News in August of 2002, and co-anchors the 2 News @ 4pm newscast; covers national news on 2 News at 6pm; and reports from the field on 2 News at 10pm. Before joining 2 News, Cristina was a general assignment reporter for another Utah television station. She got her start in television at stations in Bakersfield and Los Angeles, California after graduating from Cal Poly University in Pomona, CA. She is married to fellow television news reporter Scott McKane and is mother to three children, Gabriella, Lucas and Alexandra.

For more information on the Baby Your Baby program, visit [babyyourbaby.org](http://babyyourbaby.org), or phone 1-800-826-9662.

