



**For Immediate Release**

June 9, 2022

Contact: Eddie Treviño, Jr.

Cameron County Judge

**“BLUE TIE DAY” IN HONOR OF MEN’S HEALTH AWARENESS MONTH TO BE CELEBRATED IN CAMERON COUNTY, TX.**

Since 2017, “Blue Tie Day” has been observed in Cameron County in an effort to raise awareness about the importance of men’s health. This year, Cameron County Public Health, Texas Oncology Harlingen, and the City of Harlingen have partnered for the “Blue Tie Affair”, which includes the annual 5K and 1 mile “Walk with Your Sweetie” aimed at encouraging men to live longer and healthier lives through early detection and treatment.

“Often times, men ignore warning health signs to continue being anchors of strength within their families, but they must get ahead of the diseases that can affect them,” stated Esmeralda Guajardo, Cameron County Public Health Administrator. “We want Blue Tie Day to serve as a reminder that annual physical examinations will prompt treatment for a continued healthy lifestyle.”

“We have seen so many people come in to our facility with health issues that could have been prevented through early detection and screenings,” stated Sylvia Marroquin, Director with Texas Oncology Harlingen. “We remain committed to fighting diseases such as cancer through education, disease prevention and genetic testing.”

“This month, we raise awareness and encourage all men to prioritize their health and schedule the necessary medical checkups. Together, we need to share the word and encourage our father, sons, brothers, uncles, nephews and special loved ones to live longer and healthier lives through early detection,” stated Cameron County Judge Eddie Treviño, Jr.

“I’m extremely pleased that the City of Harlingen is able to participate and host such an important event to raise awareness and promote the well-being of men. As has been noted, early detection can be the difference between life and death so if you’re not feeling well, go see your medical doctor. Do it for your loved ones and just as importantly, do it for yourself, you deserve it,” stated City of Harlingen Mayor Norma Sepulveda.

Support men’s health awareness by wearing a blue tie on Blue Tie Day in Texas on Monday, June 13, 2022. To register for the “Blue Tie Affair” 5K & 1 Mile Walk with Your Sweetie scheduled for Friday, June 10, 2022, visit [www.cameroncountytexas.gov/publichealth](http://www.cameroncountytexas.gov/publichealth). Free health screenings will be available on site. All proceeds will be going to the Texas Oncology Foundation and will benefit Texas Oncology patients in Cameron County.

*Pursuant to Senate Bill 430 sponsored by Senator Eddie Lucio, Jr. through the 86<sup>th</sup> Legislature in 2019, Blue Tie Day in Texas was adopted and declared as June 13<sup>th</sup>. This will be the first time that Blue Tie Day in Texas will be celebrated in Cameron County.*

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