



## **Chef LaLa Is Featured Chef On Univision's New Weight-Loss Reality Show "Dale Con Ganas" ("Give It All You've Got"): Chef LaLa Teaches Families How To "Have It All" – Healthy Food That Also Tastes Good**

*Accomplished cookbook author and certified nutritionist, Chef LaLa is the featured chef on Univision's weight-loss competition series "Dale Con Ganas" ("Give It All You've Got").*

Los Angeles, CA ([PRWEB](#)) March 19, 2012 -- Accomplished cookbook author and certified nutritionist, [Chef LaLa](#) is the featured chef on Univision's weight-loss competition series "[Dale Con Ganas](#)" ("Give It All You've Got"). The show airs weekly on Sundays at 5pm / 4pm CT.

The program – from the creator and executive producer of "The Biggest Loser," Dave Broome and executive producer Emilio Estefan – is Spanish-language family docu-soap with a competitive weight loss component, following four families of various Latino nationalities whose common denominator is that they are all battling obesity. Chef LaLa, who is known for a healthy approach to authentic Latin flavors using fresh natural ingredients, guides the families on cooking healthy food that tastes good.

"I come from a family with a history of diabetes and I've struggled with my own weight in the past, so I know first-hand how hard it is to fight that everyday battle," said Chef LaLa. "For many people, it's not about looking good, it's about staying healthy. By helping the families on the show, I'm hoping to inspire viewers facing health issues of their own, and let them know that making smarter food choices doesn't always mean sacrificing flavor. You can have it all!"

The show, which comes at a time when obesity in the Latino community has reached epidemic levels, aims to not only entertain but also encourage others to carry out healthier lifestyles. In keeping with her mantra of "I want it all!" Chef LaLa has always insisted that food not only taste good but be good for you. She currently serves as a spokesperson for the American Diabetes Association and the National Basketball Association's "NBA FIT" program.

"Dale con Ganas" is hosted by Alfonso 'Poncho' de Anda, co-host of Univision's top rated morning program "Despierta América" (Wake-Up America). Over the course of three months, top trainers María Simón, Marcelo Crudele, Oscar Luna and Luis Alberto Aracena, work with the four families who will compete, face defeat, succeed and transform their bodies and their lives publicly. Dale Con Ganas is an exciting and emotional contest filled with heart-racing challenges, celebrity guests, and weekly surprises, with one family ultimately winning the grand prize of \$100,000. But it's much more than a competition. It's also a real-life family soap opera – times four.

Follow Chef LaLa on [Facebook](#) and [Twitter](#) as she comments on the weekly "Dale Con Ganas" episodes and provides related advice and recipes.

### **About Chef LaLa**

Chef LaLa is one of the leading chef personalities focused on Latin foods in America today. As a Mexican-American, Chef LaLa learned authentic Mexican culinary traditions from growing up in her family's East Los Angeles restaurant businesses, and from spending summers in Mexico with her grandmother where she soaked up the aromas and flavors of the corner abarrotes and the local panadería. Later, she received her formal training from Le Cordon Bleu in Los Angeles and Paris. As a spokesperson for the American Diabetes



Association and author of healthy Mexican cookbooks who will be honored for her work this fall by Harvard's Joslin Diabetes Center, Chef LaLa has become synonymous with a healthy approach to bold Latin flavors using fresh natural ingredients. To make cooking healthy Latin food easier, Chef LaLa recently launched her CHEF LALA HOMEMADE line of all-natural Mexican sauces marinades and cooking oil, keeping Latin home cooking authentic but with modern day convenience. For more information about Chef LaLa, her recipes and her product line, go to [www.cheflala.com](http://www.cheflala.com)

**Contact Information**

**Nerissa Silao**

NRS Public Relations

714-484-1128

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).