



FOR IMMEDIATE RELEASE

Contact: Carolina Pena
202.629.3628
cpena@hdassoc.org

News Release

Hispanic Dental Association Revamps Its Brand and Website

New Partnership with Hispanic Market Advisors to Strengthen HDA's Digital Footprint

WASHINGTON, DC April 09, 2013 – The Hispanic Dental Association is pleased to announce the launch of their revamped website www.hdassoc.org. The navigation and color redesign was made possible due to HDA's new collaboration with [Hispanic Market Advisors®](#) to bring a fresh and dynamic look to our brand that corresponds with our efforts to expand and strengthen our digital presence.

"This collaboration brings the know-how HDA seeks for itself and its members in order to reach the ever-increasing percentage of online Hispanics," noted David Pena, Jr, Executive Director, Hispanic Dental Association. "We are confident that Hispanic Market Advisors will help HDA empower its brand to scale the impact of our mission."

This partnership offers numerous opportunities for HDA to effectively reach members as well as online Hispanics through blogging and profile features for our members on www.odontologia-us.com, joint educational opportunities and local directories to connect our members and the general public in search for services. "It will be our pleasure to publish your blog posts, work on your individual profile ([request profile here](#)), and help you gain web visibility with the Hispanic American community in your local community," said Sebastian Aroca, President, Hispanic Market Advisors.

HDA members have begun to see the value in reaching online Hispanics and we look forward to helping them position themselves for growth and reachability with the millions of online Hispanics of which 78% are using the internet at least occasionally, according to [reports by the Pew Hispanic Center](#) in March, 2013.

About the Hispanic Dental Association (HDA) [@HDAssoc](#)

The Hispanic Dental Association is a national, non-profit organization comprised of oral health professionals and students dedicated to eliminating oral health disparities in the Hispanic community by providing Service, Education, Advocacy, and Leadership. **We are the leaders for Hispanic oral health providing Service, Education, Advocacy, and Leadership.**

About Hispanic Market Advisors®

Hispanic Market Advisors ® is a boutique company focused on developing online Hispanic market-ready solutions, including [English to Spanish translations](#), to aid companies of all sizes to reap the growth of the **Latin American** and **US Hispanic market**. Visit www.hispanicmarketadvisors.com for more information.