

Mexico's Most Popular Morning Show visits Baja California

By Luisa Balderas

HOY is a morning show aired by the internationally known Broadcast company Televisa that reaches Mexico, United States, Central and South America and some European countries. HOY has the highest rating among spanish morning shows and it has the same familiar format as the American TV show TODAY that airs on NBC.

The show offers a good option of family oriented entertainment, practical advice, beauty tips, issues on health and home, yoga and comedy supported by a cast of well known mexican hosts, such as Andrea Legarreta, Ernesto Laguardia and Galilea Montijo.



The latest trend on this show has been taping the show on different locations throughout the country. The show is always taped live before an audience, even if there on location and not in the studio. The states that the HOY cast has visited concentrate in the center and south of Mexico; this week is Baja California's opportunity to serve as the

show's location.

Baja California's Governor Guadalupe Osuna Millán mentioned that the purpose of bringing such a popular and important show is to promote a positive image of the State and counteract the negative aspects that have been a result of the insecurity.

Showing "The true face of Baja California" through the morning show is a shared effort from the Private sector and other organizations that constantly promote the state. This is a great opportunity to show the different destinations that Baja California offers and its high level of hospitality.

"Hoy" was aired live from Tijuana on Monday 25th of August, on location at the High Performance Training Center located behind the Baja California University (UABC) buildings. This Training Center offers official spaces with international certified standards for the local, national and international sports community that practice Volleyball, Basketball, Taekwondo, Boxing, Judo, Wrestling, etc.

The beaches of the city of Rosarito we're also one of the different locations on Wednesday 27th, showing the ocean in the background while the surfers catch some waves the hosts presented the Food segment tasting a typical Puerto Nuevo style lobster, served with beans and rice, and wrapped in a fresh home made flour tortilla.

The show will also be taped in the cities of Tecate, Ensenada and Mexicali as part of the promotion of the State of Baja California, showing different cultural aspects like tourism, sports, food and industry.

This joined effort of the Government and private sector shows that there is a strong concern on rescuing Baja California and doing what needs to be done in order to clean up the violence and insecurity and having the certainty to offer a warm and safe destination to our visitors.

Luisa Balderas MBA in Marketing and Marketing Coordinator for RE/MAX Baja Realty.

To contact RE/MAX BAJA Realty about any Real Estate inquiries or property information:

1-866-588-2252 (LUV BAJA) OR (619)-270-5446.

rosaritobeach@topproducer.com