



*** Media Advisory ***

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HITN introduces renowned chef and *restaurateur* Lidia Bastianich to the US Hispanic market

(*Brooklyn – 05/03/16*) - The Hispanic Information and Telecommunications Network (HITN), the leading media company in offering educational content relevant to the Spanish-speaking audience of the United States, brings to its network screens celebrated chef and entrepreneur Lidia Bastianich with an entertaining cooking show.

La Italia de Lidia en América (*'Lidia's Italy in America'*) is the Spanish-language version of a program designed to educate and entertain food-loving audiences. Acclaimed chef Lidia Bastianich takes viewers by the hand on an exciting culinary journey through different American cities.

"I am so pleased to be joining the HITN family, offering viewers my series, Lidia's Italy and Lidia's Italy in America. I know how important family and cooking is to me, and I know it will resonate with this wonderful Spanish speaking community in America. It's an honor to be sharing my tradition of food, wine, culture and my cuisine with the Hispanic community." said Lidia Bastianich Chef and Entrepreneur.

In each episode of *La Italia de Lidia en América* the chef offers up the ingredients of the cultural fusion between Italy and the United States. In her way, every place she visits is a window on to interesting facts that show viewers how the influence of the rich Italian culture is reflected in various aspects of the culture of the American people, in cuisine, music and artistic expression.

"*La Italia de Lidia en América* is a stellar show hosted by acclaimed chef Lidia Bastianich, who is given to the task of showing our viewers, in a lively and lighthearted way, various facets of Italian culture, while highlighting the great influence that Italian cuisine has had on American cuisine over the years," said, HITN General Manager Eric Turpin.

Lidia Bastianich has managed to combine the two greatest passions of her life, her love for her family and her passion for cooking, to develop a successful career in business. The prominent chef is the author of several internationally best-selling cookbooks and, as a successful businesswoman, is the owner of several restaurants in the United States and of a thriving gastronomic enterprise, which she manages with the support of her children.

La Italia de Lidia en América premieres on Saturday, May 7, at 4:00 pm ET / 1: 00 pm Pacific.

For more information about *The Hispanic Information and Telecommunication Network (HITN, Inc.)* visit: <http://www.hitn.org/en/about-us>

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