



## \*\*\* Media Advisory \*\*\*

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### Strategic Partnership Brings Specialized Health and Lifestyle Programming to HITN

(Brooklyn – 15/03/16) *The Hispanic Information and Telecommunications Network* (HITN) announced a strategic partnership with Natcom to include health and lifestyle segments as part of its regular programming, in accordance with the network's mission to air educational content that meets the needs of the US Hispanic population.

Natcom is a company that specializes in producing and distributing original health, well-being and lifestyle content. Under the terms of the partnership, Natcom will supply HITN-TV with 24 monthly segments in Spanish designed to promote healthful living habits among Hispanic viewers.

“We are proud to partner with Natcom in adding health segments to our programming,” HITN's General Manager, Eric Turpin, commented. “This initiative reaffirms our network's commitment to raising awareness among our viewers of the importance of a healthful lifestyle in preventing many of the diseases that afflict the Hispanic population.”

Natcom CEO Robert J. Rodríguez also expressed satisfaction with the agreement. “It is exciting to collaborate with HITN on its mission of airing relevant educational programming to the US Hispanic audience, which represents such a large market, with Spanish-language health, well being and lifestyle content. This initiative is a way for us to join HITN in educating Latinos across the country and inspiring them to adopt a more healthful lifestyle,” Rodríguez added.

Below are brief descriptions of the new health segments airing on HITN starting this March:

***Knowmore TV En Español:*** A Spanish-language segment offering general health and well-being tips.

***Health Day TV En Español:*** The latest scientific and medical research and studies, including new treatment options and other innovations.

***EFE Tech En Español:*** News briefs focusing on technological advances and the latest trends in healthful living.

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

Natcom is a multi-platform content production and distribution company with an expertise in developing and producing original programming in the areas of health, wellness, news and lifestyle, with content produced in both Spanish and English. **For more information about *Natcom*** please visit: [www.natcomglobal.com](http://www.natcomglobal.com)

**What: HITN Signs Strategic Partnership to Air Health and Lifestyle Programming**

**When: March 2016**

**Where: HITN TV – Brooklyn, NY**

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