



Educa y Entretiene

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HITN-TV Announces *Vive Tu Momento* Contest Winner

Grand Prize is a trip for two to 2017 Presidential Inauguration

Brooklyn, NY – HITN-TV, the leading Spanish-language network that delivers educational and entertaining programming to over 42 million households across the country, announced Mrs. Leticia Parra Ibarra from Waukegan, Illinois as the winner of its national *Vive Tu Momento* (Live Your Moment) contest. Mrs. Ibarra and her husband will attend the 2017 presidential inauguration on a 3-day trip to Washington, D.C. in January.

The contest was not a game of luck, but rather a test of knowledge since participants were challenged to utilize their grasp of the presidential election and their understanding of the Electoral College to predict which states each presidential candidate would win on Election Day. HITN-TV carefully examined hundreds of entries and in the end found one contestant to be the most politically astute: Mrs. Leticia Ibarra became the contest winner after being the first to accurately predict the voting results for 46 states.

The *Vive Tu Momento* contest was the final component of HITN-TV's *Tu Momento 2016* campaign, a national educational campaign aimed at educating U.S. Hispanics on the presidential election process and at increasing the Hispanic voter turnout rate.

Born in Michoacán, Mexico, the politically astute, 33-year-old Mrs. Ibarra works for a tech company in Chicago, where she lives with her husband, who together had been following the developments of the presidential election through HITN-TV's *Tu Momento 2016* segments.

Mrs. Ibarra's interest in politics began after she and her equally-astute husband began the tradition of debating U.S. and Mexican politics during dinner. "When we started following the (2016) presidential election, I thought it might be fun to test my knowledge, but I did not think I would win [the contest]," Mrs. Ibarra said of her win.

Mrs. Ibarra's contest win is a true testament to her inquisitive nature, as the *Vive Tu Momento* contest encourages participants to do their research on each state as they complete the *Vive Tu Momento* contest form. It was her commitment to a thorough search and a sound analysis that has earned this intelligent and diligent Latina a trip to Washington, D.C. next month.

"I'm proud and I feel so blessed to go to Washington, D.C. with my husband. I would never have been given this privilege if I didn't take a chance and do the work."

This year marks two milestones for our grand winner, as it will be the first time Mrs. Ibarra has exercised her right to vote and she will, for the first time, take a trip with her husband.

Audiences can learn more about both the *Tu Momento 2016* campaign and *Vive Tu Momento* contest by visiting www.hitn.org, as well as by joining the conversation online on Facebook and Twitter using the handle @HITN.

HITN-TV is the leading Spanish-language network focused on educational and cultural programming for the whole family. It reaches over 42 million homes across the United States and Puerto Rico through DIRECTV, DISH Network, AT&T U-verse TV, Verizon FiOS TV, Comcast, Charter, Time Warner Cable and Cablevision. For more information, log in to www.hitn.org.

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