



Educa y Entretiene

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KIDSCREEN AWARDS NOMINATES HITN EDUCATIONAL APP FOR BEST LEARNING APP FOR TABLETS

Tablet-based Pocoyo Playsets project is a partnership between HITN, Early Learning Collaborative (ELC) and Zinkia Entertainment

Brooklyn, N.Y. – **HITN**, a Spanish-language media company that delivers educational programming to more than 44 million homes nationwide, announced that its tablet-based Pocoyo PlaySet: Let's Move, has been nominated for the 2017 Kidscreen Awards as *Best Learning App-Tablet*. This award recognizes and honors the television network for their best work in children's programming and digital media. The shortlisted entries for 2017 Kidscreen Awards were released by Kidscreen Magazine on December 5, 2016. Winners will be announced during the Kidscreen Summit 2017 in Miami, Florida on Tuesday, February 14th, 2017 during a special evening presentation.

The Pocoyo PlaySet: Let's Move was a creation of the Early Learning Collaborative led by **HITN**, including Zinkia Entertainment, creator of the Spanish-speaking world's best-known animated characters for preschoolers, Pocoyo and his friends. At **HITN**, the project was led by Erica Branch-Ridley, an Emmy award-winning, transmedia executive producer. The apps principal goals are to create a fun and engaging educational application cultivating preschoolers' learning abilities through body movements and pedagogical games and activities, while encouraging children to be physically active, following Pocoyo's lead. Through Pocoyo PlaySet: Let's Move, children build fluency in oral English and expand their vocabulary, while also sharpening their listening skills and ability to follow directions.

"We are honored to be shortlisted for the KidScreen Awards and would like to extend our congratulations to all the television and digital media nominees," said Erica Branch-Ridley, Vice President and Executive Producer of **HITN**'s Creative Development & Production. "We are pleased to have collaborated with the industry's best television partners, and are grateful to Kidscreen for seeing the value and creative energy behind *Pocoyo PlaySet: Let's Move* app."

"**HITN**'s creative design and focus on solid academic and social-emotional skills were brought to life through the renowned and revered Pocoyo brand, created by Zinkia Entertainment, and through the support of a \$30 million Ready-to-Learn grant funded by the U. S. Department of Education," notes Maryann Marrapodi, **HITN**'s Chief Learning Officer and ELC Project Director. "The resulting Pocoyo Playsets provide unlimited opportunities for young children to engage in a powerful learning experience."

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HITN's Early Learning Collaborative including Zinkia Entertainment has developed 15 Pocoyo PlaySets, now available on iTunes, designed to provide fun and engaging experiences for young children as they improve their understanding of the English language, and develop integral reading and math skills. The project's mission is to provide preschoolers with experiences that will help close the achievement gap between economically advantaged and disenfranchised children. Featuring Pocoyo, the internationally-recognized preschool character, the Pocoyo PlaySets are currently available on for tablet devices on the App Store and Google Play.

HITN is the first non-commercial, Spanish-language media company delivering educational programming to more than 44 million homes nationwide on satellite and cable focusing on health, financial literacy, and education, with a mission to advance the educational, socioeconomic and cultural aspirations of Hispanics who live in the United States. For more information, log in to www.hitn.org.