



FOR IMMEDIATE RELEASE

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HITN LAUNCHES CLEO & CUQUIN WITH PRESCHOOL EDUCATORS

As a Silver Sponsor, HITN Learning attended and exhibited at this year's NAEYC Conference in Washington D.C. to introduce to the vast community of educators their new educational kits and apps based on the popular animated characters, 'Cleo & Cuquin.' The bilingual English-Spanish content is designed to help preschoolers develop math and problem-solving skills through the Cleo & Cuquin Family Fun! Math kits and app-- a unique mix of print and digital hands-on activities and games.

“This year's NAEYC was an exciting opportunity to share our new bilingual transmedia preschool products with this highly engaged group of early childhood educators, said David Rust, General Manager, HITN Learning. “We were so pleased to see how receptive educators were to these kindergarten readiness kits, the apps and the Cleo & Cuquin characters.

HITN's presence at the conference included an exhibit booth where educators were able to interact with the product. In addition, for the second year, HITN Learning served as sponsor of the NAEYC Celebration of Diversity Reception which included awards presentations to a variety of special interest groups including the Latino Interest Forum. HITN friend and accomplished Mexican singer/songwriter Sonia De Los Santos joined the festivities and provided entertainment for the reception.

ABOUT HITN

HITN-TV is a leading Spanish-language media company that offers educational and cultural programming for the whole family. It reaches more than 44 million viewers in the US and Puerto Rico via DIRECTV, DISH Network, AT&T U-verse TV, Verizon FiOS TV, Comcast, Charter Spectrum, Frontier Mediacom, CenturyLink Prism and Cablevision. For more information, please visit www.hitn.org.

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