



Educa y Entretiene

*** Press Release ***

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HITN, BROOKLYN NAVY YARD HOST ANNUAL COAT DRIVE

Businesses in Downtown Brooklyn Work to Keep New Yorkers Warm this Winter

Brooklyn, NY – **HITN**, the Spanish-language media company that delivers educational programming to more than 44 million homes nationwide has again partnered with New York Cares to host its second annual coat drive. Over the last 25 years, New York Cares has donated approximately 1.6 million coats to New Yorkers in need. And with temperatures already reaching 20 degrees, **HITN** recruited the Brooklyn Navy Yard (BNY) and local businesses within the navy yard in order to help New York Cares reach its goal of collecting 200,000 coats.

“We are very happy that we were able to provide coats for many of our fellow New Yorkers who need them. It is extremely comforting to know that we have helped prepare those in need to weather the cold during the upcoming months,” said Valerie D. White, Vice President External Affairs, Brooklyn Navy Yard Development Corporation.

In addition to the BNY, two other important contributors to the coat drive were Duggal, a leading supplier of printing and graphic display services and New Lab, a community of hardware-centric designers and engineers working on emerging technologies such as robotics, artificial intelligence.

“So many of our New Yorkers need help. We often store coats in our closets that we know we won’t ever use again and what better way than donating it to someone who will appreciate it,” says Heather Griffin, Director of Marketing for Duggal.

“New Lab is proud to be part of this strong Brooklyn Navy Yard community. By coming together to help the New York Cares Coat Drive initiative for the greater community of which we’re all a part of, is very important to us,” says Meetra Javid, Member Agent of New Lab.

“I’m thrilled we collected a record-breaking number of coats this holiday season. This can only be attributed to our collaboration with the Brooklyn Navy Yard and our neighbors within the navy yard,” says Mike Nieves, CEO of **HITN**. “In this season of giving, we must aim to continue helping our fellow New Yorkers and we look forward to recruiting more partners next year in order to double the number of coats we collect.”

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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.