



Educa y Entretiene

*** Press Release ***

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Chef Lidia Bastianich Joins the HITN Family

HITN-TV is the First US Spanish-Language Network to Broadcast Bastianich's Cooking Shows

Brooklyn, N.Y. – **HITN-TV**, the network that offers educational and entertaining programming to U.S. Hispanic audiences, is announcing the addition of celebrity chef, Lidia Bastianich and her Emmy award-winning cooking shows, “La Italia de Lidia” (Lidia in Italy) and “La Italia de Lidia en América” (Lidia's Italy in America) to its growing line-up of health and lifestyle programming. The episodes will be adapted for Spanish-language viewers and will, for the first time, be broadcasted to the U.S. Hispanic market.

“We are proud to introduce our viewers to Lidia Bastianich,” said Eric Turpin, **HITN-TV** General Manager. “Mrs. Bastianich is one of the most cherished chefs on television, a best-selling cookbook author and a renown restaurateur. Yet despite her very demanding schedule, Mrs. Bastianich still manages to prioritize her Italian family and culture. And we believe these valuable qualities – the love for her children and the pride she has for her heritage – are traits that will resonate with our Hispanic audience.”

Keeping to **HITN-TV**'s commitment to providing educational and entertaining programming, viewers who tune in to “La Italia de Lidia en América” will learn interesting facts about the influence of the Italian culture in various facets of American culture, including food, music and art. In “La Italia de Lidia,” viewers are introduced to Italy through a series of episodes featuring local specialties from Rome, Naples, Padua, Sicily, Trieste and Istria. Throughout the program, Mrs. Bastianich's friends and family join the food *fiesta*; Lidia's daughter Tanya shares some of her Italian cooking secrets and her brother Joseph serves as Lidia's very own wine connoisseur.

“La Italia de Lidia” airs on Saturdays, at 4:00 pm ET / 1:00 pm PT Pacific, and “La Italia de Lidia en América” airs on Saturdays at 4:30 pm ET / 1:30 pm PT Pacific. Please visit www.hitn.org/operadores to find out where you can watch HITN-TV.

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HITN-TV is the only Spanish-language network focused on educational and entertaining programming for the whole family. It reaches over 40 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, visit www.HITN.org.