



## \*\*\* Press Release \*\*\*

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### **HITN-TV and WIPR TV Present ‘*La Lllamarada*,’ Simulcast in Puerto Rico and the US**

(Brooklyn, N.Y. – 06/02/2016) – *The Hispanic Information and Telecommunications Network (HITN)* and the *Puerto Rico Public Broadcasting Corporation (WIPR)* announced the simulcast of the made-for-TV movie ‘*La Lllamarada*’ in early June, an initiative specifically targeting Spanish-speaking audiences in the United States and Puerto Rico.

‘*La Lllamarada*’ is a film inspired by the classic literature of Puerto Rican writer Enrique Laguerre. HITN-TV and WIPR will present the world premiere of this historical epic on June 6 during primetime at 8:00 p.m.

“We are proud to present US audiences with the screen version of the classic Puerto Rican novel ‘*La Lllamarada*,’” remarked Florentina Almonte, Director of Programming at HITN-TV.

‘*La Lllamarada*’ is the latest original production by the Puerto Rico Public Broadcasting Corporation (WIPR)’s *Programa Dramático para Televisión Lucy Boscana*, a program that encourages cultural productions that highlight Puerto Rican history.

“With this production WIPR strengthens its educational and cultural mission as a public broadcaster,” said Cecille Blondet, President of the Puerto Rico Public Broadcasting Corporation. “The quality of our content is a priority in all we do, and ‘*La Lllamarada*’ is an excellent example. We are excited to share this production with Spanish-speaking audiences in Puerto Rico and beyond.”

‘*La Lllamarada*’ is widely considered the best representation in twentieth-century literature of the struggles of sugarcane workers in Puerto Rico in the 1930s. Playwright Roberto Ramos-Perea adapted the screenplay for the production, which was filmed in HD format and features a cast of well-known actors and local talent.

‘*La Lllamarada*’ will air simultaneously on HITN-TV and WIPR TV on Monday, June 6 at 8:00 pm, ET / 5:00 PT and on Saturday, June 11 at 9:00 pm, ET / 6:00 pm PT. For a trailer of the film ‘*La Lllamarada*’ produced by WIPR TV go to: <https://vimeo.com/154903751>

For more information about *The Hispanic Information and Telecommunication Network (HITN, Inc.)* please visit: <http://www.hitn.org/en/about-us>

#### **About WIPR**

The Puerto Rico Public Broadcasting Corporation (WIPR) was created in 1949 with the mission of promoting educational and cultural programming. It currently operates two radio stations: 940AM and Allegro 91.3FM; 2 television stations: WIPR (San Juan) and WIPM (Mayagüez), to live streaming of its programming please visit: <http://www.wipr.pr/tv/envivo/>

#### **About Programa Dramático para Televisión Lucy Boscana**

Programa Dramático para Televisión Lucy Boscana encourages the production of cultural programming based on Puerto Rican history as well as novels, musical comedies, miniseries and single episodes showcasing local talent and topics through workshops made possible by local state funding.

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**What: HITN-TV and WIPR Present ‘La Lllamarada,’ Simulcast in Puerto Rico and the US**

**When: June 2016**

**Where: HITN-TV( [www.hitn.org/donde-ver-hitn](http://www.hitn.org/donde-ver-hitn) )**

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