



*Educa y Entretiene*

## **FOR IMMEDIATE RELEASE**

April 2017

Contact: Angel Audiffred, (646) 483-0730 / [aaudiffred@hitn.org](mailto:aaudiffred@hitn.org)

---

## **COMMON SENSE MEDIA**

**Brooklyn, NY – HITN**, the non-profit, Spanish-language media network that provides educational and entertainment programming to more than 44 million households across the United States, has helped its viewers for decades to live healthier lives by offering programming on how to prepare nutritious meals for their families, how to incorporate fitness into their busy everyday schedule and why mental health is so important. So as technology and media have become a necessary factor in our daily lives, **HITN** now wants also to focus on helping its viewers keep a ‘Healthy Media Diet’.

The ‘Healthy Media Diet’ initiative, in partnership with Common Sense Media, the nation's leading nonprofit organization which provides parents with resources that teach children how to properly incorporate technology and media in their lives, will provide resources that will help parents deal with the common concerns associated with excessive use of technology and media. In a study conducted by Common Sense Media, most families do not feel connected as they would like to be and feel addicted to their devices. The interactions and bonds built within families are critical for children’s social and intellectual development. By embracing a ‘Healthy Media Diet’, parents can teach children and themselves how to keep a healthy balance that we should all incorporate into our daily lives.

“**HITN** understands that eliminating technology and media completely from the lives of children is not the solution or option,” says Ed Greene, Vice President of Community and Partnerships at **HITN**. “**HITN** recognizes that every day the immediate and exciting changes, which create new opportunities and pitfalls can also present new challenges and concerns for parents and kids alike. And in conjunction with the existing tools shared by Common Sense Media and through our partnership, we will be able to provide parents with educational resources and activities that parents can use to implement within their families.”

**HITN** will also be participate in Common Sense Media’s national campaign #DeviceFreeDinner.

Common Sense is the nation’s leading independent nonprofit organization dedicated to creating a powerful voice for kids and families in the 21<sup>st</sup> century. Millions of families, educators, and policymakers turn to Common Sense every day to access our independent rating systems, unbiased research, and trusted tools and advice that help them navigate a rapidly changing digital landscape at home and at school. Learn more at [www.common sense.org](http://www.common sense.org) .

**HITN** is the leading Spanish-language network focused on educational and cultural programing for the whole family. It reaches over 44 million homes across the United States and Puerto Rico through DIRECTV, DISH Network, AT&T U-verse TV, Verizon FiOS TV, Comcast, Charter Spectrum, Frontier Mediacom, CenturyLink Prism, and Cablevision. For more information, log in to [www.hitn.org](http://www.hitn.org) .

###