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

HITN EDUCATIONAL APP WINS KIDSCREEN AWARD FOR BEST PRESCHOOL CHILDREN'S LEARNING APP

Brooklyn, NY – **HITN**, the non-profit, Spanish-language media network that provides educational and entertainment programming to more than 44 million American households across the country, announced it was awarded the 2017 Kidscreen Award for *Best Preschool Learning App-Tablet*. The winning app, [Pocoyo PlaySet: Let's Move](#), helps preschoolers develop English-language skills needed for a successful start in Kindergarten. Kidscreen Award winners were announced during the Kidscreen Summit 2017 in Miami at a special presentation February 14th.

The *Pocoyo PlaySet: Let's Move* is a creation of the Early Learning Collaborative (ELC) between **HITN** and Zinkia Entertainment, the creator of the award-winning animated series, *Pocoyo*. **HITN's** creative design and focus on solid academic and social-emotional skills were brought to life through the renowned and revered Pocoyo brand, and through the support of a \$30 million Ready-to-Learn grant funded by the U.S. Department of Education. The resulting *Pocoyo PlaySets* provide unlimited opportunities for young children to engage in a powerful learning experience. These integrated suites of educational resources have been proven effective through summative studies and pilot implementations across the USA and Puerto Rico.

“We are honored to win a Kidscreen Award and would like to extend our congratulations to all the television and digital media nominees and winners,” said Erica Branch-Ridley, Vice President and Executive Producer of **HITN's** Creative Development & Production. “We are pleased to have collaborated with the industry's best television partners, and are grateful to Kidscreen for seeing the value and creative energy behind our *Pocoyo PlaySet: Let's Move* app.”

The app creates a fun and engaging educational experience, cultivating preschoolers' learning abilities through body movements and pedagogical games and activities, while encouraging children to be physically active, following Pocoyo's lead. Through *Pocoyo PlaySet: Let's Move*, preschoolers build fluency in spoken English and expand their English vocabulary learning words, while also sharpening their listening skills and ability to follow directions.

All 15 *Pocoyo PlaySets* are now available on the Apple App Store and [GooglePlay](#).

HITN is the leading Spanish-language media network focused on educational and cultural programming 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.

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