



Educa y Entretiene

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

**HITN TO CONTRIBUTE TO
BROOKLYN'S THREE KINGS DAY PARADE**

Parade will feature a toy giveaway for Brooklyn children

Brooklyn, NY — On January 7th, the *Parada Tres Reyes Magos de Brooklyn* will be hosting its annual Three Kings Day parade in Brooklyn. At the conclusion of the parade, participants will head to the All Saints Catholic Church for a toy giveaway for children in the community. **HITN**, the largest non-commercial Hispanic network in the United States that offers educational and entertainment content to more than 44 million households across the country, will collaborate with the parade organizers and will be donating over one hundred toys for this effort.

In light of the aftermath of Hurricane Maria, and Brooklyn being the recipient of numerous displaced families from Puerto Rico, this annual parade takes on new meaning and significance. Perhaps as never before, this Three Kings Day parade will allow for the uplifting of this important cultural and religious event at a crucial time for our city and its Latino communities, particularly those hailing from Puerto Rico. **HITN** has been delighted to work with the *Parada* this year because of this opportunity to give Latinos a piece of their home traditions.

“We are delighted to lend a helping hand to the *Parada Tres Reyes Magos de Brooklyn* and help offer Latino Brooklynites an opportunity to celebrate our rich culture and *nuestra herencia*. The celebration of this Three Kings Day parade, which is celebrated by most Latin Americans, comes at a very important time post-Hurricane Maria and undoubtedly will assist in forging bonds of unity between Latinos of all backgrounds and countries,” says Michael D. Nieves, President and CEO of **HITN**. “As always, **HITN** is ready to serve and help empower our communities.”

WHAT: Annual Brooklyn Three Kings Day Parade & Toy Giveaway

WHEN: January 7th at 2pm (Parade), 4:30pm (Toy Giveaway)

WHERE: Parade will commence at Meeker and Graham and end at Broadway; the toy giveaway will take place at the All Saints Catholic Church at 115 Throop Avenue, Brooklyn

HITN-TV is a leading Spanish-language media company that offers educational and cultural programming for the whole family. It reaches more than 44 million viewers in the US and Puerto Rico via DIRECTV, DISH Network, AT&T U-verse TV, Verizon FiOS TV, Comcast, Charter Spectrum, Frontier Mediacom, CenturyLink Prism and Cablevision. For more information, please visit www.hitn.org.

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