



*Educa y Entretiene*

## **FOR IMMEDIATE RELEASE**

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# **HITN AND WILDLIFE CONSERVATION NETWORK JOIN FORCES TO PROTECT ENDANGERED SPECIES**

**Brooklyn, NY – HITN**, the leading Spanish-language network that offers educational and entertainment content to more than 44 million households across the United States, announced a partnership with Wildlife Conservation Network (WCN), an organization that helps protect endangered species and their natural habitats, to include educational capsules on this topic as part of its programming.

The two-minute long capsules are part of **HITN**'s "*Tu Planeta*" block, which airs Mondays, Wednesdays, Fridays and Sundays starting at 5:00 p.m. Eastern / 3:00 a.m. Pacific. Each installment features information provided by WCN about at-risk animals, such as the African elephant, cotton-top tamarins in Colombia, Andean bears, and Ethiopian wolves.

"**HITN**'s audience has a strong interest in nature programming and we have made it an integral part of our lineup. We are pleased to join forces with WCN to generate this content, which, in addition to informing viewers, identifies concrete actions they can take to help protect endangered species and the future of our wildlife," remarked Guillermo Sierra, Head of Television and Digital Services at **HITN**.

"We are excited to collaborate with **HITN** in this initiative to reach and educate the Spanish-speaking community about different species that are at risk," said Stephanie Carnow, Director of Marketing and Communications at WCN. "Together we can raise awareness and educate people about the steps we can take to address the threats facing endangered wildlife around the world."

WCN is a non-profit organization dedicated to supporting independent conservationists around the world by providing them with strategic services and training in areas such as fundraising, marketing, accounting and strategic planning so they can work with communities to protect endangered species.

According to the most recent information from WCN, the planet's wildlife face numerous threats; from climate change to human-wildlife conflict to illegal wildlife trafficking. Wildlife conservation is tremendously important not only for protecting endangered species, but also for protecting entire ecosystems which thousands of animals, plants, and people rely on. The global community must take immediate action to protect wildlife so that these incredible and important animals will be here for generations to come.

For more information, please visit **HITN** visit: [www.hitn.tv](http://www.hitn.tv)



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## **ABOUT HITN**

**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](http://www.hitn.org).

## **ABOUT WILDLIFE CONSERVATION NETWORK**

**The Wildlife Conservation Network's (WCN)** mission is to protect endangered species and preserve their natural habitats by supporting entrepreneurial conservationists who pursue innovative strategies for people and wildlife to co-exist and thrive. WCN invests technically and financially in a select network of conservation partners to ensure their mission success, and creates large-scale, range-wide Crisis and Recovery Funds to support the best ideas to end extinction crises and bring wildlife back from the brink. Learn more about WCN's unique approach to saving wildlife, or learn more about WCN's conservation partners and their most compelling initiatives. The Wildlife Conservation Network is proud to have a number one rating for wildlife conservation organizations on Charity Navigator—with four stars and a perfect 100 score—and platinum status with Guidestar. Please visit: [www.wildnet.org](http://www.wildnet.org).

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