



*Educa y Entretiene*

## **FOR IMMEDIATE RELEASE**

January 4, 2019

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# **BROOKLYNITES GET A HELPING HAND THIS WINTER FROM LOCAL BUSINESSES**

*HITN TV and other businesses within the Brooklyn Navy Yard work together to collect coats for those in need*

**Brooklyn, NY** – 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, partnered with New York Cares, the non-profit organization known for its' annual coat drives and other efforts that directly improves the lives of underserved individuals in New York City, to collect coats for those in need in the downtown area of Brooklyn. Additionally, for the last three years, HITN has successfully recruited other tenants within the Brooklyn Navy Yard (BNY) to participate in the coat drive. This year's goals were to increase the number of participating tenants and to double the amount of collected coats.

“HITN is proud to have led this coat drive along with the Brooklyn Navy Yard and other yard tenants, we came close to doubling the number of coats we collected for a grand total of 240 coats. We want to thank all the businesses that participated. It's efforts such as this that make the Brooklyn Navy Yard a true community,” said Michael D. Nieves, President, and CEO of HITN.

“It felt so good to contribute to the HITN Coat Drive this year. Being able to give back locally knowing that someone in need is the recipient is an awesome feeling. I look forward to participating next year,” said Kyiesha Kelly, Owner of Hip Hop Closet.

“DAZN USA just launched in September, so we were thrilled to participate in the 2018 coat drive by giving back to the various NYC communities during the Holiday Season. We look forward to collaborating with our Brooklyn Navy Yard neighbors in the future on other developmental endeavors,” said LaShonda Holmes, Production Coordinator for DAZN USA.

“We love being a part of the New York Cares Donate-A-Coat initiative because every year it enables us to help our fellow New Yorkers that are less fortunate,” said Danielle Albertz, Marketing Manager for Duggal.

In previous years HITN has worked with the BNY, New Lab and Duggal, in their effort to raise coats. This year HITN added four new partners to aid in the effort: Hip Hop Closet, City Scaled, MEDIAPRO, and DAZN USA.

“We are proud to support New York Cares and our longtime tenant HITN in their annual coat drive for the third year running. I am very glad to see this year's involvement grow with several additional Yard tenants participating. We look forward to next year's drive and continuing our commitment to our internal and external community partners.” said David Ehrenberg, President of Brooklyn Navy Yard Development Corporation.

**HITN** is the leading Spanish-language 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](http://www.hitn.org).