



September 20, 2019

HITN Mourns The Passing Of Its Esteemed Colleague And Friend Erica Branch-Ridley

The Hispanic Information and Telecommunications Network (HITN) acknowledges with great sadness the sudden passing, September 16, 2019, of Erica Branch-Ridley, Vice President-Product Development for HITN Learning. HITN extends its deepest sympathy to Erica's children, family, colleagues and friends during this sorrowful time.

Erica was a two-time children's Emmy Award-winning producer who joined HITN in 2013 following a career with CBS News, Black Entertainment Television, Viacom (Nickelodeon, TV Land), and Sesame Workshop. Her first three years at HITN she spent as co-leader of the development of a system of bilingual transmedia resources for Hispanic preschool children under a \$30 million U.S. Department of Education Ready To Learn grant. Following the release of the 16 Pocoyo Playset apps, which received Parents' Choice and Kidscreen awards, she turned her attention to deriving a new line of bilingual preschool learning resources from the grant-funded work, now populated by the Latin legacy property called Cleo & Cuquin (YouTube, Netflix). Under her leadership the initial series of bilingual Cleo & Cuquin Family Fun! math learning kits and apps were released to extraordinarily positive consumer response. At the time of her death she was producing content for HITN Learning to make it the premier destination for parents of Hispanic preschoolers.

In these six years at HITN she applied her deep-seated beliefs in how to power interactive learning experiences across platforms, and bring meaningful diversity to both content and producer staffs. She led from the heart as well as the brain, and had that special power of making everyone around here believe that impossible tasks were possible if everyone respected and demanded excellence from each other.

Please view video at link below.

<https://m.youtube.com/watch?v=EvIrqykHOck>

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, DISHNetwork, 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