



January 8, 2023

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## **HITN Greet 2023 with a Traditional Three Kings Day Fiesta Once Again!**

Every January 6, the diverse ethnic groups that make up New York's Hispanic community celebrate the Epiphany and rejoice with the traditional visit of the Three Wise Men.

Most companies celebrate the end of the year with a party for its employees; however, HITN prefers to start the new year with a Three Kings Day Fiesta. This gathering has become a moment to celebrate the New Year and for friends, family, community leaders and elected officials to visit our studios in the Brooklyn Navy Yard.

HITN's Three Kings celebration warmly received our employees and their families with open arms and was also honored to host special guests NYC Mayor Eric Adams; NY Attorney General Letitia James; and Brooklyn Borough President, Antonio Reynoso, among others.

"HITN believes Three Kings Day is a special holiday that all can celebrate. This is why we open our doors and invite all to our office space, our home. The place where, every day we work together to create first-class programming that stays true to our mission to educate and entertain," said Michael D. Nieves, President and CEO of HITN.

In particular, Three Kings Day is a celebration for all children and this year our party included face painting, a game room and a gift bag for every child. Even the adults enjoyed themselves with a photo booth, live music, and a nice dinner menu which included a dessert table with Puerto Rican sweets like flan and coconut pudding, tembleque.

After a two-year hiatus due to the pandemic, our Three Kings Fiesta had a record attendance, once again allowing our HITN family to get together with the community we serve.

### **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 homes in the United States and Puerto Rico through DIRECTV, AT&T U-verse, AT&T TV, DISH Network, Verizon FiOS TV, Comcast Xfinity, Charter Spectrum, Mediacom, CenturyLink, Prism and Altice, Liberty Cable & Claro (Puerto Rico). Download the "HITN GO" Everywhere app available on Apple, Android, Apple TV, and Roku® with a wired subscription. For more information, visit: [www.hitn.org](http://www.hitn.org) and follow @HITNtv on social platforms.

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