



Kidscreen Awards 2017

‘POCOYO Playset: Let’s Move’, Best Preschool Learning App

- **The App helps children learn through a wide variety of games and activities how their body moves**
- **The App was developed in collaboration with HITN, a USA organization**

Madrid, February 16th 2017.- ‘POCOYO Playset: Let’s Move’, an interactive app developed by the Spanish production company Zinkia Entertainment, in collaboration with the USA organization HITN (The Hispanic Information and Telecommunications Network), has been awarded as the Best Learning App for tablets at the *Kidscreen Awards 2017*. These prizes acknowledge annually the best audiovisual productions for kids in televisión and digital media worldwide.

This year’s winners have been announced during Kidscreen Summit 2017, held these days in Miami and considered as the most important annual event in the kids entertainment industry.

‘POCOYO Playset: Let’s Move’ was released to the market in mid-2016. The app, which has been certified by expert pedagogues y educators from the US Education Department, is aimed to help children discover and explore how their body moves with the help of games and activities. This way, kids improve mobility, discover new vocabulary and learn to listen and follow instructions, always helped by Pocoyo.

The app can be downloaded from the Apple App Store and it is also included in the “POCOYO Playset Play & Learn” bundle, specially crafted for Google Play.

About HITN

Established in 1983, HITN is a non-profit organization focused on reinforcing the educational, socio-economic and cultural role of the Hispanic population in the USA. Their non-commercial Spanish television channel is pioneer in the country and reaches more than 44 million homes through cable and satellite.

About Zinkia Entertainment, S.A. (Zinkia):

Zinkia, more than an animation company, is a developer of brands addressed to kids and families. Zinkia’s approach to such business is based on a 360 degrees marketing strategy, and is responsible for the direct commercialization of its own content on various platforms, by means of license exploitation, product



distribution and advertisement selling. Zinkia has led innovative and creative projects, including the worldwide hit and multi-awarded preschool show POCOYO™, as well as the teen series Shuriken School, which has been a great success too <http://www.zinkia.com/en>.