

OXXO delivers 100 Bicycles to Girls and Boys in Cadereyta

- *The delivery was made through the municipal program “Cycling in Favor of Health and Education”.*
- *This contribution seeks to help facilitate the transportation of underprivileged girls and boys, to their schools in rural areas.*

Cadereyta, Nuevo Leon. January 14, 2020. – As part of its sustainability strategy, OXXO delivered 100 bicycles to underprivileged girls and boys from the municipality of Cadereyta, through the second edition of the ‘Cycling in Favor of Health and Education’ municipal program.

This is the second consecutive time in which OXXO participates in this program, which aims to promote physical activation and healthy habits in the citizens of Cadereyta. Through this contribution, the convenience store chain seeks to facilitate the transportation of these children to their corresponding educational centers, which are located between 3 and 8 kilometers away from their homes.

“At OXXO we believe that the development of our community is a shared commitment. We can’t imagine the generation of economic value if it is not accompanied by the generation of social value, which is why we are firmly convinced of serving as good neighbors in the communities where we operate. We are an ally that creates benefits for the society, and by collaborating with projects like this, we contribute to the development and positive transformation of the community”, said Carlos García Montemayor, Manager of OXXO Plaza Monterrey.

“We are very grateful to OXXO, for this second edition we received 200 bicycles, which, through a study carried out by the Municipal DIF, are given to girls and boys who attend schools in rural areas and need it most. We will never stop supporting education and knocking on the doors that are necessary”, said Ernesto Quintanilla Villarreal, Municipal President of Cadereyta.

The event was presided by Quintanilla Villarreal and was attended by Martha de la Garza de Quintanilla, President and Director of the Municipal DIF System, as well as by Carlos García Montemayor, Manager of OXXO Plaza Monterrey.

As part of its sustainability and social responsibility strategy, through this action OXXO restates its commitment to the state, contributing through programs that improve the social and economic conditions of the environments where it operates.

About FEMSA

FEMSA is a leading company that creates economic and social value through companies and institutions and seeks to be the best employer and neighbor of the communities where it has a presence. It participates in retail trade through FEMSA Comercio, which includes the Proximity Division and of which OXXO, a chain of small format stores, is a part of. It also has a Health Division that includes pharmacies and related activities as well as a Fuel Division that operates the service stations chain, OXXO Gas. In the beverage industry it operates Coca-Cola FEMSA, public bottler of Coca-Cola products; in the beer sector, it is a shareholder of HEINEKEN, a company present in more than 70 countries. Additionally, through FEMSA's Strategic Businesses Business Unit, it offers logistics services, point-of-sale refrigeration solutions and plastics solutions to FEMSA companies and external clients. Through its Business Units, it employs approximately 300 thousand employees in 13 countries. FEMSA is a member of the Dow Jones Sustainability MILA Pacific Alliance Index, the FTSE4Good Emerging Index and the Mexican Stock Exchange Sustainable IPC, among other indices that evaluate its performance in sustainability.



About FEMSA Comercio

FEMSA Comercio is a company that generates economic and social value in the countries where it has a presence. It operates different retail chains of small-format stores in Mexico, Colombia, Chile, Peru and Ecuador, among which are the OXXO stores, YZA, Farmacon, Moderna, Cruz Verde, Fybica and SanaSana pharmacies, and the Maicao beauty stores. It also operates service stations under the OXXO GAS brand. Through its business units, FEMSA Comercio employs more than 180,000 employees and serves more than 13 million consumers every day.



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For more information:

Hanako Taniguchi

Tel.: +52 (55) 5249-6820

hanako.taniguchi@femsa.com.mx

Oscar Martínez

Tel.: +52 (81) 8318-1863

oscarf.martinez@femsa.com.mx

www.femsa.com