

## Press release

November 4th, 2020

### FEMSA Foundation presents Starting Together, a platform to accompany parents and caretakers in the development of their children

- FEMSA Foundation presented *Comenzando Juntos – Crece con tu hijo* (Starting Together – Grow With Your Child), a free platform to accompany parents and caretakers in the adventure of educating.
- Starting Together was created by experts in early childhood development and has more than 600 contents, advice and practical activities to promote the development since pregnancy and until 5 years of age.
- The users can register for free at [comenzandojuntos.com](https://comenzandojuntos.com) or download the app for iOS and Android.

**Monterrey, Nuevo Leon, Mexico. November 4th, 2020.**– FEMSA Foundation presented the free platform *Comenzando Juntos – Crece con tu hijo* (Starting Together – Grow With Your Child), with more than 600 contents to accompany parents and caretakers to promote the development of their children during early childhood.

With contents created by experts, such as the Curu series, developed by Proyecto DEI, *Comenzando Juntos – Crece con tu hijo* (Starting Together – Grow With Your Child), offers advice, activities and other practical tools to contribute to promote the development of the youngest in a crucial phase: early childhood, based on the web and the mobile app for iOS and Android.

“When we are parents, or have children at our care, we want to know that what we are doing is the best for their future. Sometimes it is a challenge to balance this role with the role of work and other responsibilities and this is the reason we had to develop *Comenzando Juntos – Crece con tu hijo* (Starting Together – Grow With Your Child), : to make expert-developed practical and available contents accessible, and accompany parents and caretakers in the adventure of educating”, said Eva Fernandez Garza, Early Childhood Social Investment Manager at FEMSA Foundation, an organization of FEMSA and its Business Units that contributes to the creation of social and environmental value.

*Comenzando Juntos – Crece con tu hijo* (Starting Together – Grow With Your Child), offers a wide variety of contents and easy-to-do activities in family and from home, in formats such as videos, worksheets and electronic magazines that aim to favor positive and quality interactions between adults and the children under their care.

“The contents of Curu aim to accompany you in this adventure of being a parent, knowing that children do not need perfect parents, but present and involved ones. The contents can help you be present, discipline with love

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November 4th, 2020 and nourish your children's brain during their most transcendent years of their life. In these times of pandemic, it is particularly important to have a valuable resource that guides you in an opportune manner in topics of emotional management and self-regulation”, said Ana Serrano, Proyecto DEI Director and Founder.

The more than 600 contents of *Comenzando Juntos – Crece con tu hijo* (Starting Together – Grow With Your Child), are available according to the different phases of growth and tackle relevant subjects such as the management of emotions, overprotection, motor development, attachment, creativity and play, and the importance of self-care of caretakers. Additionally, it has a section of novelties, where users will receive information about events, chats with experts, news about early childhood development, and many more.

“The backbone of this platform is conformed of the contents of Curu, developed by Proyecto DEI, which is a leading organization in childhood development and positive nurture in Mexico. We feel very proud that this alliance is a fundamental part of *Comenzando Juntos* (Starting Together – Grow With Your Child), . These materials have been tested by FEMSA collaborators and other allied companies and we believe that they must be shared to reach the highest number of families”, Eva Fernandez Garza explained.

FEMSA Foundation has the mission of positively impacting people and communities through social investment for sustainability. *Comenzando Juntos – Crece con tu hijo* (Starting Together – Grow With Your Child), is part of its strategy to bring parents and caretakers tools that allow them to facilitate the development of their children, so that they achieve their highest potential and transform their communities. To date, the platform has already been used by 700 users, including FEMSA collaborators and its Business Units, with which they have worked on improvement processes.

*Comenzando Juntos – Crece con tu hijo* (Starting Together – Grow With Your Child), is available for Spanish speaking users for free, regardless of where they are located. Access is simple, with an e-mail or Facebook account, through the website [comenzandojuntos.com](http://comenzandojuntos.com) or in the mobile app for iOS and Android.

### About FEMSA

*FEMSA is an enterprise that generates economic and social value through companies and institutions and aims to be the best employer and neighbor of the communities where it is present. It participates in retail trade through FEMSA Comercio, which encompasses the Proximity Division of which OXXO, a small format chain of stores, is part; a Health division that includes pharmacies and related activities, and a Fuel Division that operates the chain of gas stations OXXO GAS. In the drinks industry it participates by operating Coca-Cola FEMSA, a Coca-Cola products public bottler; and in the beverage sector it is a stakeholder of HEINEKEN, a company that is present in more than 70 countries. Additionally, through FEMSA Strategic Business Units it employs approximately 300 thousand*

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*collaborators in 13 countries. FEMSA is a member of the Dow Jones MILA Pacific Alliance Sustainability Index, the FTSE4Good Emerging Index and the Sustainable IPC of the Mexican Stock Market, among other indexes that evaluate its performance regarding sustainability.*

### *About FEMSA Foundation*

*At FEMSA Foundation, our mission is to positively impact people and communities through social investment for sustainability. We make a better future for everyone working in three strategic areas: we promote efficient management for sustainable development, we support early childhood's integral development and Latin American art and culture. For further information, visit us at [www.fundacionfemsa.org](http://www.fundacionfemsa.org) or follow us on Facebook (/FundacionFEMSA) and Twitter (@FundacionFEMSA).*