

Press Release

Saturday, July 9, 2022

Space with early childhood perspective is inaugurated in the south of Monterrey

Monterrey, Nuevo León, México. - A new public space dedicated to early childhood was inaugurated this Friday, July 8, in Plaza La Boquilla, located in the Laderas del Mirador neighborhood in Monterrey. This space joins the actions carried out by the Campana-Altamira Initiative for the benefit of the girls and boys of the community.

The creation of this place is part of the Campana-Altamira Initiative, which is supported by the local government, and whose policy seeks to promote a more humane city designed for children.

The space was rehabilitated by FEMSA Foundation, Tecnológico de Monterrey and the municipality of Monterrey with the purpose of incorporating an early childhood and caregivers' perspective, which will allow better gatherings, experiences, enjoyment and, especially, a better development and well-being for the community's families.

"The most important responsibility we have towards our society is our future generations. We are only instruments that support the integration of this community, so this is a very palpable response of how people get involved because they care about their community, and that when they support the growth of a specific area, they look to share it with everyone", said Luis Donaldo Colosio, mayor of the municipality of Monterrey.

The rehabilitation of the space had a joint investment of 2.86 million pesos from the public and private sectors. The space includes play areas, lighting and special areas for their movement, expression and development of early childhood, so that they have more and better encounters, experiences and recreation moments.

"The collaborative scheme is unparalleled; it is the best formula. You can count on the support of the Government of Monterrey to continue your efforts to develop the entire Campana-Altamira initiative, above all you can count on the support of this Government to accelerate the work of this great initiative because it is being carried out hand in hand with the community, which is the most important thing", said Luis Donaldo Colosio, Mayor of the municipality of Monterrey.

The ribbon cutting was carried out by Luis Donaldo Colosio, Mayor of the municipality of Monterrey; Tania Arrambide from Tecnológico de Monterrey; Sindy González from FEMSA Foundation, and the Laderas del Mirador neighborhood community.

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“At FEMSA Foundation we dream of friendly spaces for early childhood that allow children and their caregivers to explore and play. We know that if a space is friendly for the little ones, it is friendly for the entire community”, the representative of FEMSA Foundation stated.

Tania Arrambide, Manager of Strategic Nodes at Tecnológico de Monterrey, commented that the project began three years ago, but they recently added to this new space the learnings from the recovery carried out in the public spaces of DistritoTec.

“We wanted to have a public space in the community with a high-quality concept and standard, adapted to the particular needs of the environment, and that offered dignity, recreation and coexistence to its users, especially for the little ones, because we know that the future of the community is in our children”, Tania said.

During the next few months, activations will be carried out in the area, which will be supported by professionals from the civil organization "Enseña por México", and will take place in the 900 meters that have already been intervened with new green areas, metal benches, picnic tables and, above all, 300 meters of games focused on the development and well-being of early childhood.

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. The FEMSA Digital Division, which includes Spin by OXXO and OXXO Premia, in addition to other loyalty initiatives and digital financial services. In the beverage industry it operates Coca-Cola FEMSA, public bottler of Coca-Cola products; and in the beer sector, as the second largest shareholder of HEINEKEN, one of the world's leading beer companies with a presence in more than 70 countries. FEMSA also participates in the logistics and distribution industry through FEMSA Strategic Businesses, which additionally provides point-of-sale refrigeration solutions and plastics solutions to its companies and external clients. Through its Business Units, it employs approximately 320 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 indexes that evaluate its performance in sustainability.

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About FEMSA Foundation

FEMSA Foundation we envision a better future for Latin America, which is why we focus on fighting social and environmental problems in a systemic manner. Our solutions and tools are based on science, on the effect we want to generate through our interventions, and on strategic alliances to create change.

To achieve the future we envision, we focus on four causes: Early Childhood, Circular Economy, Art and Culture, and Water Security. For more information, visit: www.fundacionfemsa.org or follow us on our social networks FB, IG, TW (@FundacionFEMSA) and LI (/Fundación-FEMSA)

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