



Tras la Perla initiative and DIRECTV inaugurate the new Game Center in the Neighborhood “Barrio Pescaíto” in Santa Marta

With the purpose in mind of closing the inequality gap, strengthening the proper use of free time and preventing social problems a high-impact action will be carried out by more than 150 volunteers who will participate in this initiative and who, thanks to LATAM Airlines, will mobilize from the entire region to finalize the construction of the recreational space.

August 2019 - After two months of construction and more than a year of arrangements and behind the scene efforts, the initiative led by the Santa Marta born artist Carlos Vives and the paid TV operator DIRECTV, will inaugurate, this week, the first construction phase of the social plan, which has been developed to impulse transformation and restoration in the neighborhood of Pescaíto in Santa Marta.

“The Casa de los Pescaítos is the first stone of our dream of revitalizing Pescaíto. It will be the place where the dreams of the little ones will be cultivated and where the whole community would be able to find an open space to enjoy and believe again in the possibilities of the neighborhood, ” said Carlos Vives.

For her part, Claudia Elena Vásquez, Executive Director of Tras La Perla, highlighted the process that has allowed this work to be finalized and the determining role of the allies: *“For a long time, we have been developing the entire neighborhood transformation plan and it was supremely important to take the first step with such a significant work for the community. It is something that is now possible thanks to the participation of such a key ally as is DIRECTV, who with its volunteering has maintained its firm commitment to contribute to Pescaíto. We also hope to have the support of the Mayor's Office of Santa Marta to develop multiple activities after the inauguration, and thus turn this scenario into a true community epicenter. ”*

The alliance between Tras La Perla and DIRECTV is part of the commemoration of the 10th anniversary of the Piedra, Papel y Tijera corporate volunteer program, thanks to which the entertainment company carries out simple but high-impact actions that transform the quality of life of communities in situations of vulnerability. Direct TV had already joined Carlos Vives prior initiative renovating the Almirante Padilla school in the area of San Martín. On



this occasion, the initiative also counts with the collaborative efforts of LATAM Airlines which coordinated the transfer of volunteers from different countries into the region.

“At DIRECTV, we address social responsibility using as part of our DNA, using our technology, services and resources to generate positive and sustainable change. With the conviction that a difference can be achieved with our own hands, we carried out the Piedra, Papel y Tijera corporate volunteer program, which invites our employees to participate in simple but high-impact actions that transform the quality of life of communities in situations of vulnerability as it is this case in the Pescaíto neighborhood,” said Enzo Dotto, Regional Manager of Content and CSR Partnerships at DIRECTV Latin America. “Since the creation of the program in 2009, we have carried out more than 266 initiatives in countries throughout the region, with the participation of 14,095 volunteers and 121,655 hours of work,” he added.

Santiago Álvarez, Executive Director of LATAM Airlines Colombia, said: *“Within our sustainability strategy and strengthening our corporate citizenship pillar, with which we seek the socio-economic and environmental development of the regions, we saw in this alliance a great opportunity to contribute from our business to the construction of the new game center in the Pescaíto neighborhood in Santa Marta, one of the main destinations of our operation. Today we work hard to continue being one of the 3 most sustainable airlines in the world and, whenever we are presented with opportunities to contribute to environmental or community development, we will be willing to collaborate. ”*

The work also counts with the participation of the Fundación Colombianitos and of ACDI / VOCA, which have joined the initiative through important contributions to the logistics of these volunteering efforts.

What is new at the game center

In its entirety, the project spans 2 months of construction and 4 days of participation of 70 international volunteers and 80 national and community volunteers resulting in a real and tangible benefit for 1,200 children and adolescents who currently live there.

The pedagogy of the new game center is framed in the NAVES Methodology (children learning, living, experimenting and socializing), a learning proposal based essentially on the conviction that playing is a central element in the life of



a human being and a fundamental right that must be guaranteed at the same level as all human rights. The game center will also have a technology area, where children will have access to computers to play with specialized children's educational software and also will have free Internet access thanks to the fact that DIRECTV made a donation for 2 years.

In addition, this game center will be equipped with the installation of a ESCUELA+ type classroom, the educational television program that DIRECTV develops together with its partners: National Geographic, Discovery at School, Tournament Foundation, Takeoff Media and Disney with the objective of contributing to shorten the social and technological gap, supplementing the curricular content to which the children would have access in the classroom.

ABOUT TRAS LA PERLA:

Tras La Perla is an initiative created by Carlos Vives to actively promote the improvement of the quality of life in the city of Santa Marta and its region of influence. The Initiative is based on the cooperation and articulation of various forces that will allow to discover the potential of the city and its territory, seeking balance and sustainability in all dimensions of development. For more information visit: www.traslaperla.org For more information visit:

ABOUT PIEDRA, PAPEL Y TIJERA:

Since 2009, DIRECTV began to believe in the possibility of improving the reality of the Latin American communities and, through volunteering, began a social commitment work called Piedra, Papel y Tijera which seeks to generate a positive impact on communities and its people. This program is also reflected in nine television seasons of the series Piedra, Papel, Tijera that is transmitted exclusively by the OnDIRECTV signal, reaching millions of homes throughout Latin America.

ABOUT DE DIRECTV:

DIRECTV delivers the best entertainment experience. Every day, DIRECTV subscribers in Latin America enjoy quality and sound 100% digital, industry leading customer service, state-of-the-art technology, unmatched HD content that includes original and exclusive series, and complete coverage of major events, including sports and entertainment, as well as comprehensive programming packages, and the possibility of watching content on different screens whenever and wherever the users want it. For more information visit: www.directvla.com

ABOUT LATAM Airlines:

LATAM Airlines Group is the main group of Latin American airlines and one of the largest in the world in connection networks, offering air services to 143 destinations in 25 countries, with presence in six domestic markets in Latin America: Argentina, Brazil, Chile, Colombia, Ecuador and Peru, as well as international operations within Latin America and towards Europe, the United States, the Caribbean, Oceania, Africa and Asia.

LATAM Airlines Group is the only airline group in the Americas and one of the three in the world to enter the Dow Jones World Sustainability Index, where for the fifth consecutive year it was noted for its sustainable practices, based on economic, social and environmental criteria.

ABOUT FUNDACIÓN COLOMBIANITOS



It is a foundation dedicated to improving the quality of life of children, young people and their communities, through sports, games, recreation, education and health. For more information see: colombianitos.org **ABOUT ACDI/VOCA:**

It is an organization that promotes transformative alliances oriented towards the generation of economic and social opportunities, in which the private, public and civil society sectors participate, contributing to promote awareness, mobilization, change of narratives and multiplication of reconciliation initiatives. For more information visit: www.acdivoca.org.co