

## PRESS RELEASE

# TEN YEARS OF VOLUNTEERING: OnDIRECTV PRESENTS A NEW SEASON OF PIEDRA, PAPEL, TIJERA

*The stories of several generations of heroes who carry out real transformations in Latin America arrive.*

Available on the exclusive DIRECTV Latin America channel, OnDIRECTV, and on the OTT DIRECTV GO service.

October 11, 2019 These are projects that have the potential to change lives. Those who are the recipients of acts of solidarity, but also the lives of those who seek to meet the needs of others. On Saturday, October 12, the exclusive DIRECTV channel presented the tenth season of Piedra, Papel, Tijera: a program about corporate volunteering that reflects a decade of work in the area of social responsibility conducted by the Vrio brands, DIRECTV in Latin America and SKY Brasil.

This season volunteers return to the communities they've visited in the past to reconnect with the people they helped and continue improving their spaces. The challenge arises to recover a playroom and a mural in a neighborhood south of San Paulo, Brazil, support a nursing home in Zárate, located in the province of Buenos Aires, Argentina, build an Escuela+ school in an educational institution located in Quibdó and in Santa Marta, Colombia, improve the facilities of two football clubs in a neighborhood called La Cisterna, in Santiago, Chile, refurbish the facilities in the Unidad Educativa Fiscal María Isabel Ruilova Calahorrano, located in the Jesús del Gran Poder neighborhood, Camal Metropolitano sector, south of Quito, Ecuador, as well as deliver Aula Escuela+, so that teachers build their own video library and have the opportunity to use audiovisual material when teaching students. Volunteers also help a community center run by women in Mexico and support an enterprise that uses art as a social engine, among other exciting meetings, in Puerto Rico.

Piedra, Papel, Tijera began as a platform to communicate the volunteering actions carried out by DIRECTV Latin America and SKY Brasil through its CSR program called Generación DIRECTV. It soon became a high-impact documentary series that tells stories that inspire the company's customers, its partners, its employees, and anyone who comes in contact with them.

This activity is part of the activities developed and implemented by the company with the objective of generating change in the areas of education and sustainability, together with volunteer and philanthropy initiatives. Programs such as Escuela +, FACIUNI Becas and The Forum are implemented through DIRECTV Generation.

The Piedra, Papel, Tijera volunteer program received the IMPACT 2030 2019 Innovation Award, which highlights companies that develop their investment in human capital and activate the passion of their employees as agents of change. Thus, the work of Generación DIRECTV was recognized as an example for different companies in the world.

**Piedra, Papel, Tijera**  
Saturday October 12

12:00 hrs. in Argentina, Chile, Colombia, Ecuador, Peru and Uruguay.  
13:00 hrs. in Venezuela.

**Scheduling information:**

OnDIRECTV SD (Channel 201)

OnDIRECTV SD (Channel 1201)

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\* It is required to be 18 years of age or older and a credit card and accept the corresponding Terms and Conditions. It is recommended that users have a minimum of 4 Mbps in their home and 2.5 Mbps for mobile devices. To enjoy a high-quality experience, 10 Mbps is recommended. For more information along with general requirements and Terms and Conditions in [www.DIRECTVGO.com](http://www.DIRECTVGO.com). [www.DIRECTVGO.com](http://www.DIRECTVGO.com).

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**About OnDIRECTV and OnDIRECTV HD** OnDIRECTV, is the exclusive signal for DIRECTV subscribers. It offers original productions; unique content series with up to 3 exclusive titles per month, popular US TV slots which are broadcast the same day as in the United States; concerts, events, documentaries and movies that are not found anywhere else. In addition, programming in the "Prime Time" classified by genre according to the day of the week. Showcased in standard and high definition.

**About DIRECTV GO:**

With DIRECTV GO, users can access content how and when they want through different devices, such as smartphones, tablets, laptops, computers or Smart TVs. DIRECTV GO is an over-the-top (OTT) subscription service that offers online access to a variety of programs in different Latin American countries. Includes access to live channels, On Demand and sports content, and the option to subscribe to premium programming. DIRECTV GO is a service of Vrio offered by its affiliated company Latam Streamco Inc. It is available free of charge to subscribers of the DIRECTV satellite television service in Argentina, Chile, Colombia, Ecuador, Peru and Uruguay, thanks to an agreement between Vrio and DIRECTV satellite television service providers. For more information: [www.DIRECTVGO.com](http://www.DIRECTVGO.com)

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