



PRESS
RELEASE

ENEL PERÚ DONATES CHRISTMAS BASKETS WITH LOCAL PRODUCTS TO VULNERABLE FAMILIES IN THE COUNTRY

- *The donation, made within the framework of the campaign “Que la esperanza nunca se detenga” (May hope never stop), seeks to support vulnerable families and, at the same time, contribute to the economic reactivation of local businesses in the regions.*

Lima, December 23rd, 2020.- Within the framework of the emergency that thousands of Peruvians are experiencing due to the pandemic caused by COVID-19 and the growing need to reactivate the country's economy, Enel Perú has developed the Christmas Campaign “**Que la esperanza nunca se detenga**” (May hope never stop). The campaign seeks to provide food to the populations who need it the most in the localities near the company's operations and, at the same time, reactivate the local economy since the products have been acquired from local companies.

Enel Perú is delivering 5,000 baskets to families in Piura, Lima, Junín, Ica, Moquegua, and Lambayeque. The purchase of local products amounts to more than S / 600,000, an amount that directly benefits more than 30 local companies in the aforementioned regions, including the companies “Empresa de Productores de Callahuanca SA” and the “Cooperativa Agraria de Cafés Especiales de la Cuenca del Tulumayo”, which Enel has also supported in their formalization.

The donations were carried out with the support of the NGOs Tejiendo Sonrisa, Caritas del Perú, and EcoSwell. Among the local products you can find: panettones, groceries, chifles, custard apple delicacy, among others.

This initiative by Enel Perú seeks to directly support the most vulnerable communities and to reactivate not only the local but also the national economy.



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