



Two months ago the "5K Beneficencia Friends" race took place organized for the first time by the Fybeca Pharmaceutical chain and La Junta de Beneficencia de Guayaquil who, together, achieved the main objective: proximity and awareness of the Ecuadorian community to running for what is most needed in areas of health, education and attention to the elderly which is precisely where the Junta carries out its social work.

The \$15.000 collected will be destined to social work carried out by La Junta de Beneficencia de Guayaquil thanks to the runners' participation, men, women, children and even the elderly who decided to run. Due to those alliances la Junta de Beneficencia maintains and commitments upheld by private enterprise these social responsibility practices with the community are feasible.

Natalia Jácome, Director of Client Experience and Cristina Pineda, head of Fybeca Social Responsibility delivered the check to Eng. James Higgins, Image and Institutional Communication Director as well as Lcda. Rosa Sierra, Marketing Director for la Junta de Beneficencia de Guayaquil.

We thank Fybeca and extend an invitation to all Ecuadorians to participate next year in the second edition of the "5K Beneficencia Friends" race so we can together contribute in a positive and solidary way with those most in need.