

## FROM USHUAIA TO HUMAHUACA

### **AUTOMOTIVE COMPANIES PROMOTE DEFENSE OF CHILDREN'S RIGHTS**

FOR SECOND CONSECUTIVE YEAR ADEFA HAS SPONSORED "GREAT STORIES ABOUT CHILDREN" ON CHANNEL 13 AND PRESENTED A DONATION TO UNICEF

In the framework of its Corporate Social Awareness program, for second consecutive year, the Association of Automotive Manufacturers has developed a joint action together with Unicef and Channel 13, whose goal is to create awareness on the rights of children and to promote the work performed in the country by the Argentine branch of the United Nations, specialized in childhood.

With this goal, the Association has again sponsored the production of six microprograms called "Great Stories About Children" ("Grandes Historias de Chicos"), which were broadcast between July 31st and the 7th of this running month in Telenoche news program. As a culmination of the action, ADEFA has formulated a donation of \$ 210,000 to Unicef.

The contribution was formalized during the program "A Sun for the Children" ("Un Sol para los Chicos") that was broadcast on Sunday 9th, from 2:00 pm to 10:00 pm., also on Channel 13, and it was extended by ADEFA's Executive Director, Fernando Rodríguez Canedo, as a symbolic check with the shape of a car. The check was received on behalf of Unicef by Christian González Rouco, from the Carburando team.

This is the second consecutive year that ADEFA has sponsored this action and the fifth that it accompanies Unicef, in the framework of the action "0Km Smiles" ("Sonrisas 0Km") of the Corporate Social Awareness program of the Association that groups together the ten terminals which manufacture cars in the country.

The six "Great Stories About Children" were recorded in several other cities in the interior and in the City of Buenos Aires. The event was presented by Daniel Malnatti and, as planned; it was broadcast on the news program conducted by María Laura Santillán and Santo Biasatti.

Each of the "Great Stories About Children", covered subjects such as intercultural bilingual education in native communities from Misiones, and the existing challenges and progress to facilitate alphabetization of children, while strengthening their identity.

The issue related to safe maternity was present in two stories, Corrientes and Ushuaia, showing the importance of delivery in maternities staffed with the right personnel and proper supplies, as well as the assistance to mothers to promote breastfeeding as the exclusive food during the first 6 months of life.

The Argentine North, Humahuaca in the Province of Jujuy, was the stage set up for the promotion of a short audiovisual, produced and developed by children in the framework of the project "One Minute for My Rights" ("Un Minuto Por Mis Derechos") promoted by Unicef. This initiative promotes teenagers' expression on their rights through the use of audiovisual language and the participation in mass media.

In Chaco, "Great Stories About Children" was centered in primary education. The micro program highlighted the importance of having a teaching system that promotes learning of all children. Likewise, pointed out that in order to achieve quality education, it is necessary to have the commitment of the teacher, the family, the community and the children themselves. Finally, the story about the City of Buenos Aires highlighted the active role of teenagers in the prevention and fight against the problem of sexual exploitation.

Each of the destinations received a team made up by representatives of Unicef and from the production team of Channel 13. These locations had the logistics assistance of the automotive terminals or their dealers: Fiat and Iveco, in Misiones; Toyota in Corrientes; General Motors and Volkswagen, in the City of Ciudad de Buenos Aires; Mercedes Benz in Ushuaia; PSA Peugeot Citroën and Scania, in Jujuy; and Ford and Renault, in Chaco.

As the stories were broadcast by Channel 13, while on the air, the kilometers that linked each of the locations were shown. The accumulation of those kilometers was the base ADEFA considered for the donation, for each routing, as a culmination of the action.

The almost 10,000 kilometers that were calculated generated the abovementioned donation of \$210,000. These funds will contribute to continue with the programs that Unicef undertakes to improve education, health and to help comply with the rights of the children. This donation is part of the record collection recorded in this 2009 edition of "A Sun for the Children" ("Un Sol para los Chicos") that was above 5.5 million pesos.

The breaking of this record was announced by Natalia Oreiro and Miguel Angel Rodríguez, responsible for the last part of the program. They were preceded by Andy Kusnetzoff and María Laura Santillán, Eugenio and Culini Weinbaum brothers from MDQ, José María Listorti, Andrea Politti and Monchi Balestra. All of them announced the different musical shows and the donations that were recorded along the day, ADEFA's donation among them.

In 2008, the donation of the Association reached \$ 210,000 and was extended in the edition of "A Sun for the Children" of that year that was also broadcast from Luna Park. In ADEFA website it is possible to access the information and audiovisual material on the six stories broadcast in 2008 in Telenoche and, soon, you will also find everything related to what happened in 2009 edition of this joint action of ADEFA with Unicef and Channel 13.

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