



## 600 new trees transform the urban space in Hatillo



A new greenery embellishes the public roads in the district of Hatillo, where 600 newly planted trees will grow to provide shade, beauty and color to the neighboring communities and the hundreds of people who pass by daily.

The trees were planted in the green areas that border the Ring Road (*Circunvalación*), near the *Ciudad Deportiva* (Sports City), and include *Roble Sabana, Cas, Lorito, Sotacaballo* and *Tucuico*. Under the care of the neighbors of Hatillo, the trees will help create a more pleasant and safer urban landscape in this area of the city.

Reforestation is part of the Urban Connectivity project, which is led by the organization Green Wolf and the Ministry of Public Works and Transportation (MOPT), in alliance with FIFCO. Through its volunteer program *Elegí Ayudar* (I



Choose to Help), the company provided the plants and the work of a group of collaborators, who were in charge of planting over three months.

The initiative had the special participation of Auto Mercado, in a joint journey that resulted in the planting of 150 trees in the vicinity of the Tiribí and María Aguilar river basins.

“Urban Connectivity is a project of great value, as it contributes directly to improving the safety and quality of life of the communities, while at the same time beautifying our public spaces. Tree planting plays a fundamental role in creating cooler and more sustainable environments, while favoring urban flora and fauna, which is essential in our response to climate change,” said Maria Pia Robles, FIFCO's Director of Corporate Relations.

Ethel Maldonado, Auto Mercado's Social Responsibility and Sustainability Leader, commented: “Sharing socio-environmental priorities with our business partners strengthens our relationship. We are excited to contribute to the reforestation of this valuable urban area, as we know it will generate important benefits for the community and improve the environment.”

#### **About FIFCO**

FIFCO is a beverage and food company with 116 years of history, and operations in Costa Rica, Central America, Mexico, Dominican Republic and the United States, 5 manufacturing plants and 13 distribution centers. It has 3 business divisions that include *Florida Bebidas* (food and beverages), *Florida Hospitality* (real estate sector) and *Florida Retail* (retail sales). It exports to 10 countries around the world and has a portfolio of 2,000 products.