

DIA franchises collect more than 134,000 kilos of food for donation to vulnerable groups



A total of 125 associations have benefitted from the 'Doblamos tu solidaridad' ['We double your donation'] project.

The company has matched donations made by franchises.

*The initiative is part of the **DIAContribuye2020** programme.*

Madrid, 22 May 2020. DIA franchises have collected more than 134,086 kilos of food for donation to charities, associations and public and private organisations across the country that are helping to feed the most vulnerable groups in society.

Under this initiative, which was launched as part of the **DIAContribuye2020** programme, the company has doubled the donations made by franchises as a way to support the proactive role they play in local communities, helping them to provide more food and essential items to those most in need. Over this period, franchises have been able to help a total of 125 associations that have required food donations during the COVID-19 crisis.



With this initiative, DIA has backed up the solidarity shown by its franchises, which make a key contribution to employment and prosperity in their communities. More than one hundred have joined the project to combat the consequences of this crisis.

"In these difficult times we're living through, we see families every day who need help putting food on the table. It's important for us to lend a hand through initiatives like this, which couldn't come at a more important time. But the most important thing is that our motivation for making these donations is genuinely heartfelt," said Gema García, DIA franchisee in Boceguillas (Segovia).

"Without a doubt, there has never been a better time to launch this type of project. I would like to congratulate the whole DIA team because this has been a fantastic initiative," commented Luis Álamo, DIA franchisee in Ciudad Real.

"Thanks to the 'We double your solidarity' programme, donations have reached the small towns where DIA franchises are located. We live here and understand the needs and realities of life for our neighbours. Thanks to the company's support, we have been able to make large contributions," noted Itziar Estua, DIA franchisee in Cortes (Zaragoza).

"I knew that some associations were low on resources and I thought that this programme would be the ideal way to help them. In small towns, we need to look out for one another and at the moment, people need our help," said Maria del Carmen Pernas, DIA franchisee in Costeipo (Santiago).

"When I saw that my neighbours and customers were unable to continue shopping, I realised that this was the time to help them, working alongside DIA, which once again has risen to the circumstances by matching donations," commented Roberto Gilarte, DIA franchisee in Jaraíz de la Vera and Talayuela (Caceres).

"Initiatives such as 'We double your solidarity', which matches our donations, encourage us as franchisees to contribute to our communities," said Manuel José Illana, DIA franchisee in Jaen.

DIA is Spain's biggest franchise company, with 1,600 partners who manage its stores all over the country, providing 6,000 jobs and prosperity in their communities.



About DIAContribuye2020

DIAContribuye2020 is the programme launched by DIA Group in response to the crisis caused by COVID-19, aiming to mitigate its consequences among the most vulnerable members of society. This project will be carried out over the course of this year and aims to reach the whole Spanish territory.

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DIA Group

DIA (Distribuidora Internacional de Alimentación [International Food Distributor]) is a leading local supermarket chain, with 6,626 stores and franchises in Spain, Portugal, Brazil and Argentina. DIA is primarily supplied by local suppliers and meets the day-to-day food needs of more than 20 million loyal customers, thanks to the commitment of its 39,000 employees across the globe.

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