

**DIA**



**DIA launches an 'Operation Kilo' campaign  
in stores and online**

**OPERACIÓN KILO**

Del 21 al 27 de junio

Pequeños gestos  
que dan vida

*The company will transform customers' donations into basic essentials for food banks that are members of the Spanish Federation of Food Banks (FESBAL).*

*This initiative will run from 21 to 27 June on [Dia.es](https://www.dia.es) and in over 2,800 DIA stores and franchises in Spain.*

**Madrid, 21 June 2021.** From today until next Sunday, 27 June, DIA and the Spanish Federation of Food Banks (FESBAL) will be running an 'Operation Kilo' campaign in over 2,800 DIA stores and

franchises and also online at [Dia.es](http://Dia.es), to collect non-perishable food items, encourage solidarity and raise awareness about the difficulties faced by many families to access food.

DIA customers will be able to help provide food for vulnerable groups by making a monetary donation of their choosing at tills in store, or by adding a €1, €5 or €10 donation when paying in the [online store](#).



When the 'Operation Kilo' campaign ends, DIA will transform customers' monetary donations into basic essentials and will distribute them directly from its warehouses to the food banks that are members of FESBAL.

So far this year, the 54 FESBAL food banks have distributed over 158.7 million kilos of food to 1,560,000 people through 7,955 charities. Requests for essential items by vulnerable groups are up 50% since the start of the pandemic.

As **Miguel Fernández, Head of FESBAL**, comments, *"the health, social and financial crisis driven by Covid-19 has turned food banks into a beacon of hope for thousands of families who use them every day. We are therefore grateful for DIA's support and solidarity, as with the help of its customers and employees, this 'Operation Kilo' campaign will provide food to the 54 member food banks of the Spanish Federation of Food Banks (FESBAL) operating throughout Spain."*

DIA has worked in partnership with FESBAL since 2012 to ensure that food reaches all households, especially vulnerable families at risk, thus fulfilling its commitment to be closer to society every day. In the last 8 years, the food distribution chain has delivered 22 million kilos of food to Spain's neediest families.

**#ThinkingOfOthers**

## **DIA - Closer every day**

Distribuidora Internacional de Alimentación is a leading network of neighbourhood supermarkets, with around 6,100 own stores and franchises in Spain, Portugal, Brazil and Argentina. Thanks to the commitment of its 39,000+ employees worldwide and its mainly local suppliers, DIA offers the best selection and service to its 20+ million customers.

## **About FESBAL**

The Spanish Federation of Food Banks ([FESBAL](#)) is a not for profit organisation created in 1996, coordinating the activities of Spain's 54 food banks and working with all kinds of public and private organisations both nationally and internationally. FESBAL encourages food to be collected and distributed free of charge. In 2020, over 158.7 million kilos were distributed to 1.5 million vulnerable and needy individuals, using a network of over 7,955 charities and thanks to the hard work of 3,327 permanent volunteers.

In 2010, the Federation was declared to be of public interest.

FESBAL received the Prince of Asturias Award for Concord in 2012.

## **PRESS**

Rebeca Matilla / Leyla Gallego/ Pablo Ríos

Tel: 609.41.57.21 / 616.02.51.89 / 629.20.28.52

Email: [comunicacion@diagroup.com](mailto:comunicacion@diagroup.com)