

GRUPO CORTEFIEL

C O R T E F I E L Pedro del Hierro SPRINGFIELD women'ssecret FIFTY FACTORY

Grupo Cortefiel donates more than €131,000 to the four beneficiaries of the 2016 'Get Involved' Project

The 'Get Involved' project's latest effort was its second most successful fundraising ever, raising a grand total of €131,353 which will go towards four charitable projects.

Grupo Cortefiel has donated €131,353 raised through the charity bazaars which each brand – Cortefiel, Pedro del Hierro, Springfield and Women'ssecret – has organised in the past year. Four non-profit organisations will receive the proceeds, selected through the 2016 'Get Involved' competition created to finance charitable projects.

Grupo Cortefiel's fundraising initiative, which began in 2005, has led to the donation of more than €1 million to charitable and social inclusion projects through a public, open, participative and transparent process, benefiting primarily Spain but extending to other destinations in Africa, Asia and America.

Representatives from each of the Grupo Cortefiel brands presented their donations to their chosen charities in the NH Eurobuilding Collection Hotel.

In this latest 'Get Involved' initiative:

- **Women' secret** raised €32,749 for the **Spanish Cancer Association (Asociación Española Contra el Cáncer)**, for their 'Give the Gift of Life' project which aims to reduce the emotional impact of the disease, providing patients with the means to cope with issues such as hair loss or a mastectomy in the best way possible.
- **Cortefiel** has donated €38,612 to **S.A.U.C.E. (Solidarity, Aid and Union Create Hope)**, an NGO that provides support for the disabled in the northwest of Cambodia. Its objective is to cover the basic needs of families suffering social exclusion with one or more disabled family members and promoting economic initiatives that facilitate their sustainable development.
- **Springfield** has earmarked €31,740 for the **Northern Youth Association's** 'Solidarity lights' project, which brings together two objectives; to improve the employability of young people and adults in training with practical experience through service-learning; and also, to provide their free housing maintenance service to elderly individuals with no means.
- **Pedro del Hierro** has donated €29,252 to the **Paul Horstmann Foundation** to enhance the paediatric clinic 'Let Children Have Health' which aims to reduce the impact of famine by minimising the mortality rate of the Meki child population.

Grupo Cortefiel will once again call for tenders for 2017 charitable projects, in collaboration with their strategic partners in the initiative, DHL Express and NH Hotels, and with the support of the Foundation Loyalty.

Press Release, information package, images of the event and NGO resources are here:

www.grupocortefielnews.com

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