

WORTEN LAUNCHES NEW 'DÁVINTE' CODE TO HELP THE 'ACREDITAR' ASSOCIATION

Worten is back with its Xmas social responsibility project called the 'DáVinte' Code. This is a solidarity bar code, meaning that Worten store customer can donate €0.20 or multiples of €0.20 to help children and their families who are supported by the 'Associação Acreditar' (www.acreditar.org.pt). The bar code amount all goes towards that association and at the end of the event, Worten is going to donate another 20% over and above the total amount that has been collected. This Xmas the 'DáVinte' code helps those most in need

This project is sponsored by SIC and RFM and is going to run until 6 January 2015 to help those most at need once again. This year, the project is going to the aid of 'Acreditar', which was founded in 1994, that helps children and their families whose lives have been affected by cancer in children.

Nuno Nascimento Rodrigues, the Worten Portugal marketing and online director said, "events like this one are part of *Worten's DNA, as every year we join forces with major noble causes such as Acreditar, who, over the past 20 years have managed to make a difference in the support they give children with cancer and their families*".

Margarida Cruz, Acreditar's general director, added that "this event is an enormous help towards fulfilling our dream of building an 'Acreditar' home in Oporto starting in 2015, not just because of the funds we have raised, but also because on the publicity we have managed to get for this project across society, which we hope will boost our cause".

The donations collected by the 'DáVinte' code are going to be used to build a new 'Acreditar' home in Oporto. The association already has three homes in Portugal, one in Coimbra, another in Lisbon and the third in Funchal (which is expected to work as a day centre).

Wrap up this idea

As well as swiping the bar code as often as you want at the Worten store check outs, customers can also contribute to this project through buying the 'DáVinte' code packages or wrapping paper for €1 each, of which €0.80 goes to Acreditar.

Another simple and useful way of contributing towards such a special cause that aims to build an 'Acreditar' home in Oporto.

At the end of this event, Worten is going to donate another 20% of all the money collected by the codes, thus taking on an active role in the support given to Acreditar.

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For further details, please contact:

M Public Relations

Mauro Sousa

ms@mpublicrelations.pt

21 154 61 22