



The 6th edition of the Código DáVinte campaign

## **WORTEN AND RENASCENÇA MULTIMÉDIA GROUP JOIN FORCES TO AWARD BURSARIES TO YOUTHS FROM THE CORAÇÕES COM COROA ASSOCIATION**

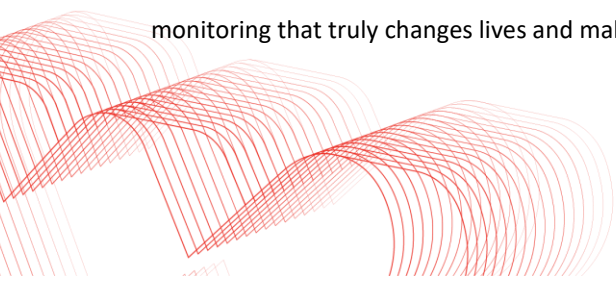
- **Código DáVinte, Worten's social responsibility project, was launched on Friday in partnership with the Renascença Group and [Corações Com Coroa Association](#).**
- **The project supports the CCC Bursaries that allow economically vulnerable youths with good school results to continue their secondary school and higher education studies.**
- **The campaign is being run in all Worten stores in the country and on Worten.pt. Worten will add an extra 20% to all the money that is collected.**

The 6th edition of Código DáVinte has already begun in more than 180 Worten stores and on Worten.pt. This is Worten's social responsibility project and this year it is counting on the support of the Renascença Multimédia Group (Rádio Renascença, RFM and Mega Hits). The cause belongs to the Corações Com Coroa (CCC) Association which awards bursaries to youths with good school results, but who face various constraints that make it difficult for them to continue with their studies.

Inês Drummond Borges, Worten's Marketing Director, said "the choice of CCC and specifically this Bursaries project is a broader way of keeping the brand's promise "the future is just a Worten away". Since Worten actively contributes towards a better future in society and education, it is contributing to a better future today. This project fits our social responsibility strategy perfectly".

The Renascença Group has a very long history in the social responsibility area. "It is part of our DNA because our identity demands it of us and our listeners recognise this so they respond very generously to our campaigns. The Corações com Coroa Bursary project is a cause that attracts us directly because it impacts on two decisive areas: education and youth. We are sure that we are stronger and can take this challenge further by working together and help those who need it most", Isabel Figueiredo, advisor to the chairman of the Renascença Multimédia Group said.

Catarina Furtado, Chair of the CCC, added "this support is fundamental so the Association can open its arms to many more girls who dream of a future they deserve or so many others who have stopped believing in the chance of continuing with their studies. A CCC Bursary means financial support but it is backed up by constant monitoring that truly changes lives and makes all the difference!".





If customers want to contribute towards this cause, they just need to go to a Worten store and scan a solidarity barcode, which could be of €0.20, €1, €2, €3 or €5. An additional 20% will be added to the total that is collected, just as in previous years, to make up the final donation to be handed over to the CCC.

So far, the Código DáVinte campaigns have collected €715,000 for five Portuguese charities: Terra dos Sonhos, Acreditar, Aldeias de Crianças SOS, Fundação do Gil and Cruz Vermelha Portuguesa.

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