



Grupo Salinas' Fundación Azteca joined forces with Hispanic Federation to support earthquake victims in Mexico

-Together we make a difference; with the sum of our donations we will build homes for more than 400 families: Ricardo B. Salinas-

New York City, October 5, 2017—Fundación Azteca, the philanthropic arm of Grupo Salinas in Mexico, and Hispanic Federation, the nation's premier Latino nonprofit membership organization, joined forces to support the affected families by the recent earthquakes in Mexico City and other Mexican states.

Hispanic Federation established the "Mexico Earthquake Relief" to raise funds in the United States that will be designated to build homes in Mexico. Fundación Azteca started the process to build hundreds of homes. Earlier this week works began in San Simonito, State of Mexico, and will be followed in Huamúchil, Oaxaca. Fundación Azteca hired specialists that will guide the families as they rebuild their homes and provided all the necessary material.

"We have recently experienced great fear and helplessness, but we cannot let those feelings get the better of us. We must channel our pain into something positive, something that generates a fundamental change," said Ricardo B. Salinas, Founder and Chairman of Grupo Salinas. "Together we make a difference; with the sum of our donations we will build homes for more than 400 families."

"One of the most important things to do in a crisis is to replace fear and uncertainty with hope and relief, and that is exactly what this fund will do," said José Calderón, President of Hispanic Federation. "We are committed to doing everything we can to help our brothers and sisters in Mexico. All donations raised for the fund will go towards providing aid and assistance to the people who need it, and we are proud to partner with Fundación Azteca and Grupo Salinas to help those affected by the earthquake."

Fundación Azteca and Ricardo B. Salinas would like to thank the Hispanic Federation for supporting their initiative to help hundreds of families and recognize the unwavering support to the Latino community. We would also like to thank all the people that have donated to the "Mexico Earthquake Relief"; with your help hundreds of families will regain hope.

If you want to support our efforts please make your donation today at www.hispanicfederation.org/donate/ and in the section “I would like to designate this gift for” select “Mexico Earthquake Relief”.

About Fundación Azteca

Since 1997, Fundación Azteca has contributed to improving the lives of millions of persons, connecting volunteers and donors with proven organizations, while creating awareness regarding some of society's most serious problems. In each country where Grupo Salinas operates, Fundación Azteca promotes change by empowering society, with passion, honesty and trust, some of our core values. Because openness and transparency are important for all our operations, we publish detailed results of every Fundación Azteca campaign. Aside from promoting the efficient use of funds, transparency encourages increased donations, as the public can see concrete accomplishments resulting from these efforts. The primary programs sponsored by Fundación Azteca are: Esperanza Azteca, Limpiemos Nuestro México, Movimiento Azteca, Plantel Azteca, Vive Sin Drogas, A Quien Corresponda and Juguetón. The efforts of Fundación Azteca not only contribute to the well-being of families in Mexico, but also extend to the United States, Peru, Guatemala and El Salvador.

About Hispanic Federation

Hispanic Federation (HF) is the nation's premier Latino nonprofit membership organization. Founded in 1990, HF seeks to support Hispanic families and strengthen Latino institutions through work in the areas of education, health, immigration, civic engagement, economic empowerment, and the environment. With offices in New York, Washington D.C., Connecticut and Florida, and a nonprofit footprint throughout the East Coast, HF uplifts millions of Hispanic children, youth and families locally and nationally through three essential service pillars: membership services/grant making, advocacy and community programs.

Contact:

Luciano Pascoe
Grupo Salinas
Tel. +52 (55) 1720-1313 ext. 36553
lpascoe@gruposalinas.com.mx

Daniel McCosh
Grupo Salinas
Tel. +52 (55) 1720-0059
dmccosh@gruposalinas.com.mx