

As of 1st September, free MRW services will involve a €1 donation that will be used entirely for solidarity initiatives

MRW STARTS THE €1 SOLIDARITY CAMPAIGN TO COLLECT FUNDS FOR HUMANITARIAN PROJECTS

*The First Edition of the Campaign focuses on implementing a project by the NGO **ACTION AGAINST HUNGER** in Guinea-Conakry*

- **Through this initiative, all those benefiting from the use of free MRW Social Plans will become part of the company's social action.**
- **The First edition of the Campaign will be devoted to a solidarity project by Action Against Hunger in the African city of Conakry (Guinea), where 23,000 children are currently suffering from severe malnutrition.**

1st September 2010- This month, MRW is starting its own Social Action campaign: the €1 Solidarity Campaign. As a result of this initiative, all free services that MRW offers (Plan U-25, Plan 2000, Elderly Plan, Friend Plan and Big Family Plan) will involve a 1 Euro donation that is to be used entirely in different humanitarian projects. Through this initiative, all those benefiting from the use of free MRW Social Plans will become part of the company's social action.

The money collected in this first edition of the €1 Solidarity Campaign is to be used in a project implemented by the NGO Action Against Hunger in the city of Conakry (Guinea) that seeks to reduce food and financial insecurity for 2,000 families (around 15,000 people). There are currently 23,000 children suffering from malnutrition in this African city. This is an extensive project that the NGO has budgeted at around €100,000 and that consists of organising task forces within the population to collect waste, an activity that Action Against Hunger will reward with money or food. This will meet three objectives: improve the diet and guarantee the food health of the inhabitants of Conakry, improve the environmental health of the city and – through workshops – sensitise the population on the consequences of unhealthy water.

Collection for the Guinea project is to last 16 months, after which time MRW will look for a new humanitarian project on which to use the donations made by users of its free plans.

The €1 Solidarity Campaign is an initiative set within the Strategic Social Responsibility Plan developed by MRW. In the words of the General SR Manager at MRW, Esther Martin, *“the company wanted to create a specific MRW campaign to become the Company flagship. Bearing in mind that we have been involved in 95 solidarity campaigns promoted by others since 1995, creating our own solidarity campaign was considered ideal as the logical progress of such a committed Company such as our own.”*

The choice of Action Against Hunger over other NGOs for this first edition of the Campaign is due to the fact that the Express Transport company is perfectly in tune with its objectives. According to Esther Martin, *“MRW was looking for organisations devoted to children on one hand and to fight something as basic and vital as hunger on the other, aware of the fact that severe malnutrition is the greatest cause of infant mortality and that these deaths are avoidable. The future of mankind inevitable lies with children. If these children are malnourished they will be unable to develop intellectually and, as a result, will be unable to cooperate in the development of their countries and societies”.*

The free plans included in the 1 Euro Solidarity Campaign are: the **Plan U-25** (created in 1993) that enables students under the age of 25 away from their usual place of residence to send or receive one free consignment per month from their relatives, the **Plan 2000** (created in the year 2000) that enables disabled people to send or receive one free consignment per month, the **Elderly Plan** (created in the year 2000) that is aimed at the elderly residing in geriatric centres so that they can receive free consignments from their relatives and friends, the **Friend Plan** (created in 2001), that offers the free transfer of guide and assistance dogs, rescue dogs and drugs and explosive sniffer dogs, etc. and of animals in the process of adoption and the **Big Family Plan** (created in 2002) that grants large families one free consignment per month.

All users of these Social Plans will continue to benefit from MRW social action, but they will now form part of its social action through the 1 Euro donation, creating among them a solidarity chain for aid that will help implement a humanitarian project.

About MRW

MRW was created in 1977 and is the leading company in Spain for express transport of small packages nationally and internationally. More than 13,000 people are linked to the brand, as the group has more than 1,300 franchises and operates in Spain, Portugal, Andorra, Gibraltar and Venezuela. In addition, it delivers an average of 25 million consignments per year and in 2009 its turnover reached 585.8 million Euros. Social Responsibility is one of the mainstays of MRW. Since 1993 it has devoted over 1.5% of its gross annual turnover to social action. It offers society 13 free or reduced-price social plans and, to date, has sent over 16 million solidarity consignments.

About Action Against Hunger:

Action Against Hunger is an independent international humanitarian organisation that fights child malnutrition and guarantees water and safe livelihoods for more vulnerable populations. It works in over 40 countries, providing aid for five million people. Its vision is a world without malnutrition and its main objective to give back those currently threatened by hunger their dignity.

[For further information or images:](#)

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