

Relación con Inversionistas

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COMUNICADO DE PRENSA

Arca Continental and Coca-Cola Sponsor the 2018 Special Olympics in Ecuador

The companies strengthen their commitment with physical activation and Ecuadorian children



Quito, Ecuador, June 19, 2018. – Arca Continental, one of the top Coca-Cola bottlers in the world, in collaboration with Coca-Cola Ecuador, sponsored the 2018 Special Olympics held in Quito, Ecuador, from June 8-13.

This is the most important sports event of the year in Ecuador for people with disabilities. It promotes physical activation in 1,300 athletes as well as exercise and sports as a way to foster well-being.

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“Arca Continental and Coca-Cola have become key strategic allies in the Special Olympics movement in our country,” explained Nicolás Cueva, Marketing and Communications Director for the Ecuador Special Olympics. “Their economic contribution is very helpful, but the contribution of the people in these companies who help make this an unforgettable experience for the athletes in the Special Olympics is even more relevant”.

“At Arca Continental we promote sports and well-being in people with disabilities. This is the second such sports events in which we participate with them and we look forward to continuing to do this”, said Alexandra Chamba, Public Affairs, Communications, and CSR Manager for Arca Continental.

Athletes from all over the country participated in the 20th National Special Olympics. In addition, they are a qualifying event for international games such as the World Special Olympics to be held in Abu Dhabi in 2019

About Arca Continental

Arca Continental produces, distributes, and markets non-alcoholic beverages under The Coca-Cola Company brand, as well as salted snacks under the Bokados brand in Mexico, Inalecsa in Ecuador, and Wise and Deep River in the United States. With an outstanding history spanning 91 years, Arca Continental is the second-largest Coca-Cola bottler in Latin America, and one of the largest in the world. Through its Coca-Cola franchise, the company serves more than 118 million people in the Northern and Western regions in Mexico, as well as in Ecuador, Perú, in the Northern region of Argentina, and in the Southwestern United States. Arca Continental is listed on the Mexican Stock Exchange under the ticker “AC”. For more information about Arca Continental, please visit www.arcacontal.com