worten | **Press Release**

Lisbon, 5 May 2015

'CÓDIGO DÁVINTE' RECOGNISED IN THE RETAIL AWARDS 2015 IN THE SOCIAL RESPONSIBILITY CATEGORY

The 'Hipersuper' trade paper recognised the 'Código DáVinte' project in the "Corporative and Social Responsibility Campaign" category, at a ceremony to present the Retail Awards 2015, which was held in Lisbon on 20 April.

Worten's marketing director, Nuno Nascimento Rodrigues, said, "*we are very proud to win this award, particularly for such an important project as the Código DáVinte, our Christmas social responsibility project, through which we have been able to support institutions such as Terra dos Sonhos and Acreditar, with the help of our customers over the past two years*".

The Código DáVinte was first run in November 2013, and collected €120,000 for Terra dos Sonhos (www.terradossonhos.org), an association that was set up in 2007 to make the dreams of children with chronic diseases, come true.

Acreditar – Associação de Pais e Amigos de Crianças com Cancro (www.acreditar.org.pt), (Association of Parents and Friends of Children with Cancer) was formed in 1994 and was the beneficiary of the second edition of this project that ran between November 2014 and January 2015, collecting €185,000 to help build a new Acreditar Home in Oporto. The first stone was laid in February this year.

Nuno Nascimento Rodrigues said that a lot of the success of the Código DáVinte was due to it being based on "*a simple mechanism where customers say they want to contribute with 20 cents (or multiples) at the end of their purchases. Apart from anything else, and to ensure that we also play an active role in this campaign, Worten added another 20% to all the amounts collected by the codes passed in the store".*

The Retail Awards 2015 prize ceremony, which had 74 nominees in 19 categories in

the food and non-food retail areas, was held in the Microsoft premises in Lisbon.

Follow us on:

 www.facebook.com/wortenpt

 https://twitter.com/#!/WortenPT

 https://plus.google.com/+worten

 http://www.youtube.com/wortenpt

 http://www.pinterest.com/wortenportugal

Press contacts
João Santos Pereira | Liliana Ferreira
BA&N Communications Consultancy
Tel: 213 195 642/6
jsp@ban.pt | lf@ban.pt