

**1st. Great Campaign of Unity and Social Responsibility in Mexico**

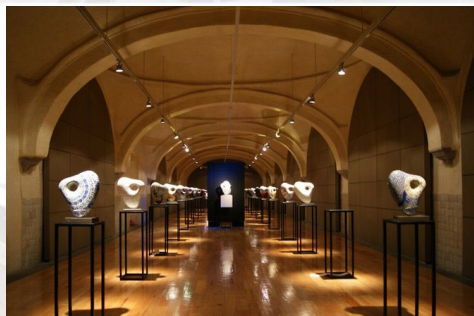
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# Museum exhibitions\_



**Exhibition "Scale"**  
(Museum of the Vatican, Museum San Pedro, amongst others).



**Exhibition Itinerant "Big Size"**  
(in various shopping centres).



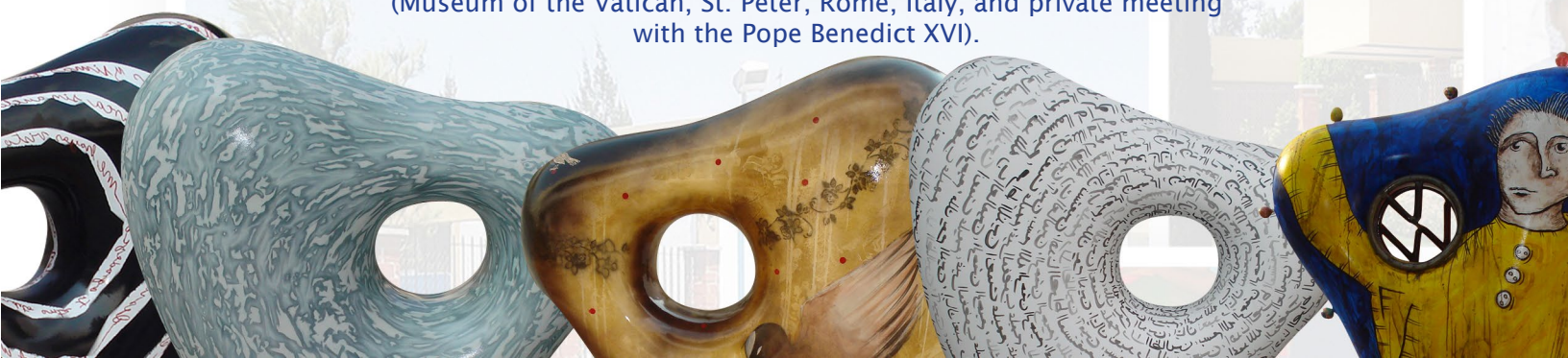
**Author's Auction**  
(Esplanade University Cultural Complex of the BUAP, 200 VIP guests and Medias).



**Principal Exhibition "Big Size"**  
(Esplanade University Cultural Complex of the Autonomous University of Puebla, Mexico, 1,000,000 visitors).



**International Exhibition "Corazoles in the Vatican"**  
(Museum of the Vatican, St. Peter, Rome, Italy, and private meeting with the Pope Benedict XVI).



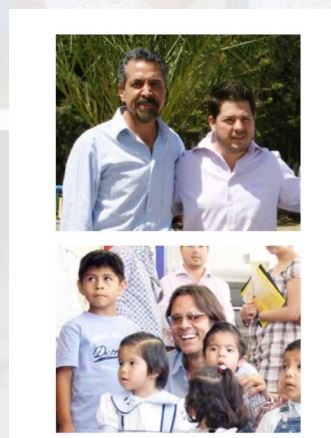




# Media & outdoors\_



## Covers, Interviews and Articles (in magazines and newspapers).



## Advertising features (in magazines and newspapers).



## Advertising Campaigns (amazing advertisements).







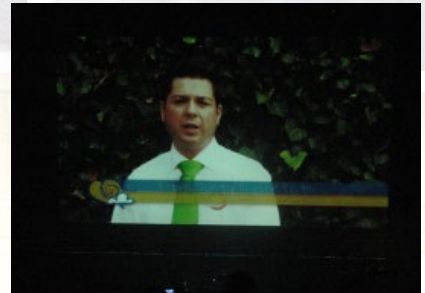
# Promotion, supports and prints\_



**Congratulations in the magazines**



**Intelligent kiosks at squares**  
squares (post, magazines and videos).



**Filming and Post Production of institutional videos**  
(testimonial and promotional).



## Printed

(Posters, Invitations, Flyers, Brochures, etc).



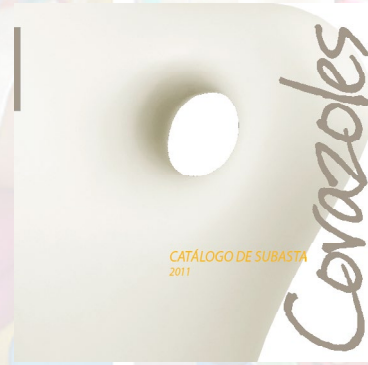




# Commemorative Articles\_



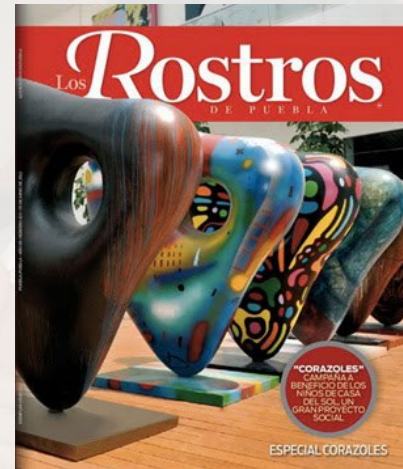
Copies to scale



Auction's catalog



Book of the campaign's memory  
(3,000 examples of sales in Librerías Gandhi).



Special Edition Magazine  
(40,000 free examples).



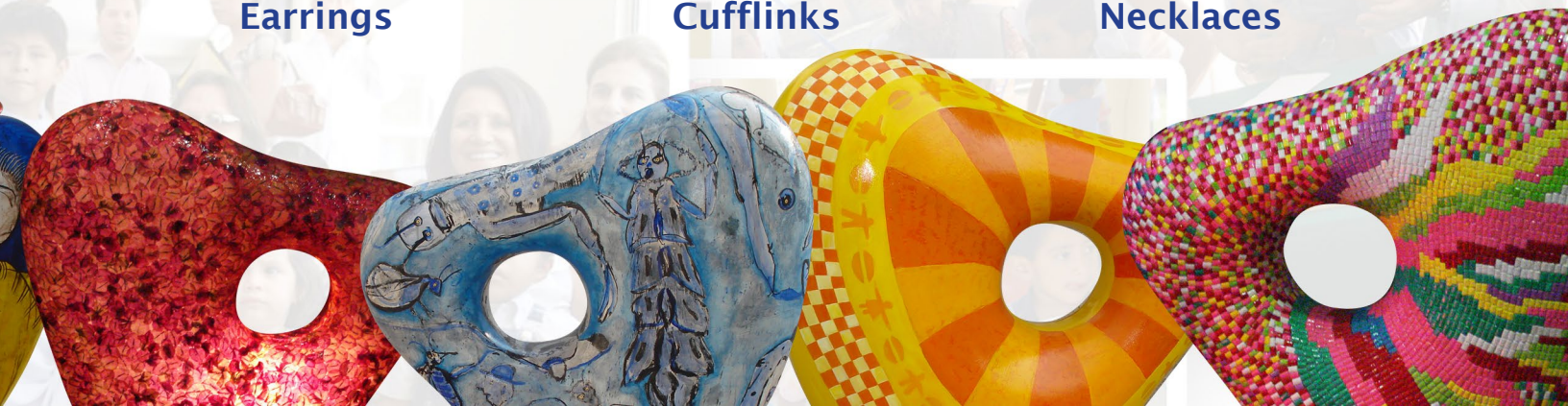
Earrings



Cufflinks



Necklaces







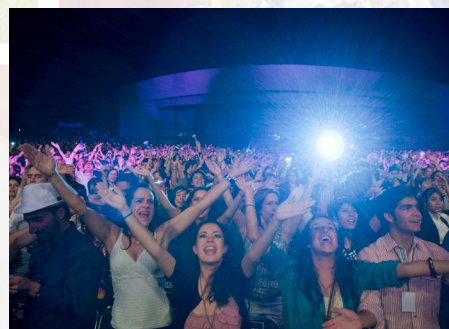
## Conferences, Special Events and interviews\_



**Interviews in TV**  
(national and international medias).



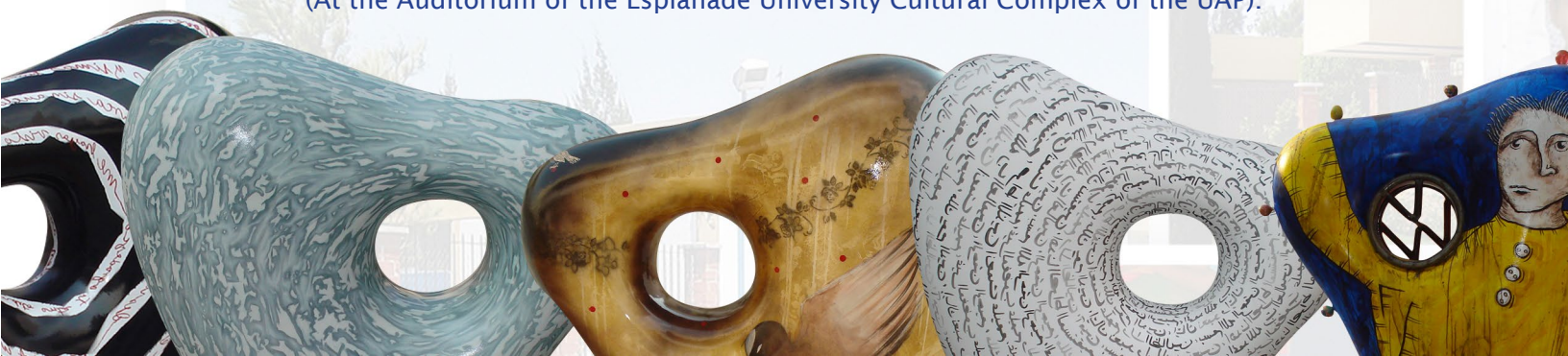
**Conference on Social Responsibility**  
(Autonomous University of Puebla).



**Launch of the campaign with the concert of CAMILA group**  
(at the Esplanade University Cultural Complex of the UAP (14,000 people))



**Presentation of the campaign with the concert of Hernaldo Zúñiga**  
(At the Auditorium of the Esplanade University Cultural Complex of the UAP).







**Exhibition “Échale la mano a México”**  
(WTC Mexico city 100,000 visitors).



**Show jumping**  
(Horse Riding Centre Haras del Bosque, Puebla, Mexico) .



**Documentary “Voces de la Filantropía”**  
(Series of Interviews with the Directors Companies who have the best practices of Social Responsibility. DVD inserted in the most Important Newspapers of Mexico: Reforma, El Financiero, El Universal and Mundo Ejecutivo.)



**Interviews on radio**  
(National channel).



**Famous artistes**  
(Collaboration with more than 70 painters, sculptors and plastic's artists).



**News Break at TV**  
(Open TV and Cable TV).







## Corazoles at UN\_



## United Nations Private Sector Forum for Africa UN Global Compact leaders summit Architects of a better World 2013



**Mr. Muhammad Yunus**  
Nobel Prize Award 2006



**Mr. Ban Ki-moon**  
UN General Secretary



**Mr. George Kell**  
Executive Director  
UN Global Compact







**The Trusteeship Council  
General Assembly UN HQ**



**Launching Business for Peace  
UN-GC Moma Museum NY**



**The Corazoles Heart of Peace  
at United Nations HQ**



**Corazoles at large scale LEGO  
model of the United Nations'  
Headquarters**



**Sign Business For Peace  
UN Global Compact Initiative**



**#WESEARCHMANDELAS at  
Social Good Summit NY 2013**







## Awards and Recognition\_



**Prize "Corazón de Héroe"**  
(Grupo Voluntario Alemán, "Casa del Sol").



**Distinctive ESR 2012**  
(Socially Responsible Companies,  
Mexican Center for philanthropy).



**Prize of Joint Responsibility 2011**  
(General Secretary of the Government of the State of Puebla).



WE SUPPORT



Red Pacto Mundial  
México



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SOCIALMENTE  
RESPONSABLE**

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