

## Relación con Inversionistas

### Monterrey

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# COMUNICADO DE PRENSA

## AC supports physical activation in NL: Expects to break records in Marathon Powerade 2017

*The Monterrey Powerade Marathon consolidates as one of the most important in the country*



**Monterrey, NL, November 13, 2017.** – An army of 9,000 runners, thousands of fans, traffic officers, physicians, and associates of Arca Continental will fill Monterrey's streets with color and joy this Sunday, December 10th, for the celebration of the 12th edition of the Powerade Monterrey Marathon.

The Association of Runners Clubs of Nuevo León, along with Arca Continental, the second largest Coca-Cola bottler in Latin America, have organized a unique sports festival, reaching this year the highest number of runners registered in the history of this event, with people coming from different states of the country and other nations of the world.

According to the organizing committee, the route presented for this edition returns to emblematic places such as the center of Monterrey, departing and arriving at the Fundidora Park and passing through the main streets of the City.

It should be noted that the marathon retains its qualificatory level for the Boston Marathon and will preserve its spirit in favor of the debutants, but will boost competitiveness and encourage elite athletes to break the time records of the event in both branches.

This marathon is one of the most important sporting events organized by Arca Continental, reflecting the commitment of the company, as well as Coca-Cola and Powerade, with physical activation and an active and healthy lifestyle.

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The Powerade Monterrey Marathon is distinguished as a cardio protected event by a medical staff of Tec Salud, equipped with ambulances, recovery area with sports science specialists, podiatrists, as well as Powerade hydrating stations throughout the tour.

## Children and families are also encouraged to run

As part of the marathon events and with the important support of ECOCE, AC, the Mini-Marathon, a 4.2 km family run-walk (one-tenth of a marathon), will also take place in the Fundidora Park, with 1,000 mini-athletes, who will live the same experience as the marathon runners, leaving and reaching the same finish line, as well as receiving prizes to the first places.

## 1,200 Runners with Purpose

The social focus of the Powerade Monterrey Marathon has been present throughout its history. On this occasion, 1,200 participants registered under the "Runners with Purpose", a modality to raise funds in favor of the following Social Assistance Institutions:

- ARENA, Association for Autistic Children.
- CEATH, Specialized Center for Counseling and Speech Therapy.
- BOMBEROS DE NUEVO LEÓN, Firemen of Nuevo Leon. They provide free emergency care in different municipalities of the state.
- INGENIUM, Mental Health Education.
- VILLA EUDES DE MONTERREY, Casa Hogar.
- TEDI, Education for Down Syndrome Children.
- CAMBIANDO VIDAS, training people in vulnerable situations.
- CARDIO CHAVITOS, attend and inform on "congenital heart disease".
- CREESER, reduce violence in schools.
- UNIDOS, support people with disabilities with a successful model.

## About Arca Continental

Arca Continental is a company dedicated to the production, distribution, and sale of non-alcoholic beverages which are brand names of The Coca-Cola Company as well as salty snacks under the brands of Bokados in Mexico, Inalecsa in Ecuador, and Wise in the United States. With an outstanding track record of more than 91 years, Arca Continental is the second largest Coca-Cola bottling company in Latin America and one of the most important in the world. Within its Coca-Cola franchise, the company serves a population of more than 118 million in the northern and western parts of Mexico as well as Ecuador, Peru, the northern region of Argentina and the Southwestern U.S. Arca Continental is listed on the Mexican Stock Market under the ticker symbol "AC". For further information about Arca Continental, please visit [www.arcacontal.com](http://www.arcacontal.com)