

FOR IMMEDIATE RELEASE:

TEACH FOR THE PHILIPPINES SIGNS PARTNERSHIP WITH COCA-COLA FEMSA

On October 10, 2013, *Teach for the Philippines* formalized their partnership with Coca-Cola FEMSA Philippines.

In attendance were Coca-Cola FEMSA Director of Human Resources and Corporate Affairs Juan Carlos Dominguez and Asia Division Director Juan Ramon Felix. Representing Teach for the Philippines were Co-Founders Elizabeth E. Zobel de Ayala, Margarita L. Delgado, and Clarissa Isabelle L. Delgado.

Coca-Cola FEMSA will be partnering with *Teach for the Philippines* on the Coordinates for Life program. The FEMSA program aims to supplement the learning that goes on inside the classroom by developing skills for decision-making processes in children and teenagers. It does this through workshops, lectures and workbooks as well as providing parents, teachers and other adults with the resources and knowledge needed to act as a support system. According to Mr. Dominguez, "Decisions taken in early life by children were the causes of many of the things that society was suffering at a later life. So it not only had to do with the quality of the education, but also the type of tools that are given to take decisions." He says that *Teach for the Philippines* is a suitable partner because it works specifically with teachers, who can be valuable agents of change in the lives of their students. The program will be implemented next year and will focus on training *Teach for the Philippines* staff and Fellows.

Teach for the Philippines is a non-profit, non-stock, for-purpose organization that seeks to identify, develop, and support a community of leaders working to end educational inequity. They are the 25th network partner of the global network *Teach For All*, which is composed of 30 partner organizations worldwide. *Teach for the Philippines* was officially launched in August 2012 after transitioning from *Sa Aklat Sisikat Foundation*, an organization that advocated for functional literacy and professional development of teachers and school administrators from 1999-2012.

Coca-Cola FEMSA is the largest Coca-Cola bottler in the world. In January 2013, they acquired 51% of Coca-Cola Bottlers Philippines, Inc. (CCBPI) from The Coca-Cola Company and were launched as Coca-Cola FEMSA Philippines. Coca-Cola FEMSA is the official bottler of brands such as Coca-Cola, Coca-Cola Light, Coca-Cola Zero, Lift, Powerade, Real Leaf, Royal Tru, Samurai, Sprite, Viva, and Wilkins.

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