

Baja Duty Free launches annual donation campaign to strengthen border ties

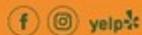
By **Jas Ryat** on January, 8 2020 | Retailers



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OUR CHILDREN. OUR COMMITMENT

Con tu apoyo beneficiamos a niños de México en situación vulnerable.
Acércate a la caja registradora y realiza tu aportación.
Your support will help less fortunate children from Mexico.
Please make a donation at one of our register areas.



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With the recent flip of the calendar, it's time for Baja Duty Free to review its annual fundraiser. The campaign is a commitment to help children in vulnerable situations across the US/Mexico border. Over the last 17 years, every dollar donated by Baja Duty Free customers has had a life-changing impact on hundreds of children and families suffering from abuse and neglect.

The campaign, which started the week of Thanksgiving and ran through the end of the year, offers customers the opportunity to make a donation of any amount (with no purchase necessary). Joining forces with non-governmental organizations in every border town where Baja Duty Free locations exist, the campaign has evolved into an important financial element in aiding the young ones that the organizations serve. Last year alone, donors raised a combined \$15,000 (USD).

In addition to enhancing academic, cultural and recreational activities, funds raised go toward rehabilitation services, medical procedures, food, clothing and boarding expenses and more.

The following is a summary of the non-profit organizations involved in the campaign:

CAHOVA: located in Mexicali, Baja California, it's the region's first-ever, all-male shelter that provides home, educational and psychological help to children and youth

Hospital Infantil de las Californias: located in Tijuana, Mexico, the hospital supplies aid to newborns through late teenagers and specializes in 26 pediatric departments that relate to short-stay surgical procedures, pharmaceutical services and physical therapy

Los Ojos de Dios: located in Ciudad Juárez (close to the El Paso, Texas, border), the organization supports orphaned children in physical and emotional distress and offers medical services to low-income families with kids dealing with an at-risk illnesses

Casa de Nazareth: located in Piedras Negras (close to the Eagle Pass, Texas, border), the orphanage serves as a home to abandoned or mistreated children due to family disintegration

Casa Hogar Monseñor Enrique Tomás Lozano: located in Nuevo Laredo (close to the Laredo, Texas, border), the organization protects daughters of migrant families and mothers suffering from addiction

Baja's efforts to help the less fortunate living in southern border towns would not be possible without the continued support of the community. Considering the increased number of migrants currently living along the US/Mexico border, the group's mission is more relevant now than ever before.

Irene Rojas, Marketing Manager, Baja Duty Free, comments: "The financial help given to these organizations throughout these 17 years is as invaluable to them as it is to us, for the philanthropic work they do all year round to save kids' lives. For this reason, these five organizations will continue to receive funds raised from the Baja Duty Free annual campaign."

To make a donation, customers can visit the Baja Duty Free retail destinations noted in the above locations.