



PRESS RELEASE

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“PUBLIC-PRIVATE ALLIANCE WITH BOCADELI COMPANY THAT WILL BENEFIT MORE THAN 12,000 PEOPLE IN CHALATENANGO AND CUSCATLAN LAUNCHED”

SAN SALVADOR- The U.S. Government, through its Agency for International Development (USAID), jointly with the Ministry of Public Health and Social Assistance and the Bocadeli Company launched today a public-private alliance to provide health attention to 12,117 residents of 16 rural communities in Chalatenango and Cuscatlán.

With a total investment of \$154,316, the project is the result of a public-private alliance between USAID, through its El Salvador Alliance Program executed by the U.S. organization Research Triangle Institute (RTI), the Ministry of Public Health and Social Assistance and the Bocadeli Company, through the Women Business Organization (OEF).

With this initiative, curative and preventive health care will be provided with the purpose of reducing maternal and children morbidity and mortality, improving the nutritional status and promoting hygiene habits. Also, the alliance will support the children welfare centers in both departments.

For the provision of these medical services, USAID has invested \$ 30,000. Bocadeli's investment reaches \$60,000 (cash) and \$ 15,000 (in in-kind). Also, the implementing partner OEF will contribute to the alliance with \$ 389,788 (in in-kind), and Government of El Salvador, through the Ministry of Public Health and Social Assistance will invest \$ 9,528 in medicines for the beneficiaries.

The launching ceremony was held at the Children Development Stimulation Center (CEDI), in Las Cruces County, El Paraiso, Chalatenango, and was presided over by Mrs. Janet Glazer, wife of the U.S. Ambassador to El Salvador; Dr. Carmen de Henriquez, USAID Project Manager; Marcelo Rendón, Bocadeli Executive Director; Ildiko Tesak, OEF Director; Alfonso Guardado, Tejutla Mayor; Antonieta Hartwood, EQUIP2 El Salvador Director, and Ms. Veronica Olivares, El Salvador Alliances Program Director.

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