This festive season, Worten is going to help the Portuguese people help the Associação Terra dos Sonhos, through a very special code: the Código DáVinte, a bar code in the shape of a heart that is equivalent to a 20 cent donation. The initiative begins in all Worten stores on 15 November and lasts until 6 January 2014. At the end of the initiative, Worten is going to donate another 20% over and above the total of the funds that were raised to help make the dreams of children with chronic illnesses, who are helped by the association, come true.

Worten is counting on the support of Cemusa, Expresso, Rádio Comercial, SIC and Visão in this initiative to mobilise everyone in the country to help support this important cause.

The idea is to heighten awareness about the work done by the Associação Terra dos Sonhos in helping to make the dreams of poor children and children with chronic illnesses come true since 2007.

As usual, Worten is going to expand this social responsibility project onto digital platforms, promoting “Wishes of the Heart” on its Facebook page (www.facebook.com/wortenpt). The mechanics is simple: at a time when everyone is exchanging wishes of season’s greetings, Worten invites its supporters to open their heart with the most varied Christmas wish-list (peace, health, joy...) and share this with a friend, using a specially-designed App. Worten is going to contribute 20 cents for every heart that is opened to make little great dreams come true in the Land Of Dreams up to a maximum of €5,000.

This Christmas’ ‘Código DáVinte’ initiative is another social responsibility action by Worten, specially designed to help the Associação Terra dos Sonhos and to help everyone in Portugal open their heart for a social cause in a simple, accessible way.
‘Código DáVinte’. Help from the Heart.

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