
The CMA CGM Foundation and Gol de Letra partner to open a new educational center in São Paulo

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Tanya Saadé Zeenny, President of the CMA CGM Foundation, and Raí, a former Brazilian footballer who played in the French league and co-founded Gol de Letra, signed an ambitious partnership to promote education for all in Brazil.

The CMA CGM Foundation supports Gol de Letra in its acquisition and equipment of a new educational and training center in Brazil

On the occasion of Gol de Letra's 25th anniversary, the CMA CGM Foundation has confirmed its support for the NGO's acquisition of new facilities in Vila Albertina, São Paulo. These facilities will host some of Gol de Letra's "Youth Program" educational and cultural activities, as well as the new Bakery School. Thanks to the support of the CMA CGM Foundation, the latter will provide up to 100 young people with a professional training in bakery and confectionary every year.

In 2015, Gol de Letra launched the innovative "Bakery School" program in partnership with Puratos, a global leader in the bakery, pastry, and confectionary sectors. The program offered a two-year bakery and confectionery training to underprivileged youth, resulting in an impressive employability rate of nearly 100%.

Despite its success, the recent relocation of this program posed challenges, causing some students to discontinue their education. This led the CMA CGM Foundation to step in and ensure its continuity.

A shared commitment to improve access to education for all in Brazil

The shared commitment of both Foundations to improve access to education in Brazil has led to this unique venture.

The CMA CGM Foundation has prioritized education as one of its primary objectives

and has collaborated with major associations to implement over 450 educational initiatives worldwide since 2005. It has committed to developing seven additional educational centers across India and Vietnam before the end of the year.

Founded in 1998 by Brazilian football stars Raí and Leonardo, the Gol de Letra Foundation promotes social integration and education in Brazil. The foundation operates in São Paulo and Rio de Janeiro, combining educational, cultural, and sports practices with social assistance and community development. It reaches over 4,500 children, teenagers, and young adults annually.

(CMA CGM)