

Profertil received four Eikon awards for excellence in communication.

Ingeniero White, February 26, 2021 - In a special edition of the Eikon Awards, Profertil was recognized for four of its initiatives conducted between 2019 and 2020. The ceremony was transmitted via streaming and was attended by the prestigious jury that every year defines the winners of this historic communication award, as well as representatives of the awarded companies.

Profertil received the **Gold Eikon** in the Sports Sponsorship category for the communication work conducted in the **Circuito de Reyes 2020**. It also received the **Silver Eikon** for the **Punto Profertil** initiative, which during 2019 distributed vegetable garden kits throughout the city, thus encouraging each family to become food creators. This case was recognized in the General Sustainability Campaign category, one of the most important of the evening.

Of the 2020 initiatives, the Eikon Awards recognized the **Vegetable Garden Program** and the **celebration of Journalist's Day**, both in its **#QuedateenCasa** edition. In the first case, it is the new level of the vegetable garden workshops that Profertil has been conducting for more than five years, which during the pandemic had to be redesigned to be 100% virtual. Thus, it allowed dozens of teachers from the city and the area to be trained in the exciting subject of urban vegetable gardens. The second case was the celebration that, also during the pandemic, the company organized to entertain journalists from Bahía Blanca. It took place through a virtual event with the visit of the scientific journalist Nora Bär, as well as recreational activities and catering at home. Both cases received the **Blue Eikon**, the third place in the respective categories.

Every year, dozens of companies participate in Eikon, whose communication cases seek to achieve the prized statuettes. This year, together with Profertil, Clarín, Pan American Energy, Pampa Energía and Disney were multi-award winners, among other important companies.

Marcelo Bertolino, Profertil's Institutional Relations Manager, received the statuettes and thanked the many teams that made these programs possible: "For us it was a great challenge to continue with our community programs during the pandemic, so we were especially delighted to receive recognition for the Vegetable Garden Program #QuedateenCasa edition, in addition to the awards that the other initiatives received tonight," he said.