

THE ACAPULCO CHRISTMAS INVITATION



On December 24th, we will celebrate Christmas. Regardless of religious beliefs, the world slows down its pace at the end of the year, inviting us to reflect, give, and open ourselves to receiving. This Christmas marks two months since Hurricane Otis passed through Acapulco. In 16 hours, it went from a Category 1 hurricane to a Category 5 with winds of up to 270 km per hour.

Approximately 50 people are reported dead, around 60 missing, and more than 580,000 people affected. The devastation extends to flora, fauna, crops, buildings, and essential services infrastructure such as telecommunications, electricity, and water. Natural disasters affect everyone indiscriminately, but the impact is directly proportional to vulnerability. Therefore, Guerrero's call is to rebuild with resilience, innovation, sustainability, and environmental responsibility.

It is estimated that there are between 650 and 800 thousand tons of garbage and debris. Removing them is a priority to prevent the spread of diseases, but it poses a logistical and technical challenge. To put this into perspective, Mexico City generates 13 thousand tons of waste daily. Additionally, over 4 thousand buildings are affected, mostly homes. Let's imagine the impact this has on families, jobs, the social fabric, and the children who haven't been able to return to school. The challenge is enormous, but our solidarity and the ability to generate synergies are even greater.

The alliance "United for Them," with over 180 business and non-profit organizations, is a clear example. In coordination with the National Center for Support for Epidemiological Contingencies and Disasters, immediate response actions have been taken, providing humanitarian assistance, delivering over 8,300



tons of humanitarian aid, including provisions, hygiene, and cleaning kits; 5 water purification plants, distributing over 150,000 liters of water daily; over 250,000 liters of bottled water and over 1.9 million hot meals; 12 community kitchens have been set up, collaborating with over 100 local restaurants; supporting 3 hospitals and providing 10,600 medical services.

All these efforts are valuable, but from the fourth week onwards, we have focused on medium and long-term projects to help with livelihood recovery and reconstruction, including hospitals, housing, and training opportunities for the workforce through reconstruction courses. The challenge ahead is enormous, and it is an invitation to each of us to strengthen and make Acapulco a better place that Hurricane Otis touched.

Acapulco has been part of the history of many Mexicans. In my case, I have many cherished family memories, and it is where I had my first job as a Civil Engineer. Today, the people of Guerrero need us. For me, it is an honor and a privilege to be a founder and advisor of CENACED, for the positive impact it has on thousands of people. I know that many of the people reading these lines have already joined in helping, but if you want to do more in partnership with the National Center for Support for Epidemiological Contingencies and Disasters, AC, let us know or simply donate. For every peso received, Banamex will contribute another, and CENACED will provide you with a deductible receipt.

Thank you very much!

