



apm

Asociación de la
Prensa de Madrid
125 años

exolum

Exolum, sponsor of the 125th anniversary of the Press Association of Madrid

The Press Association of Madrid (Asociación de la Prensa de Madrid) is currently celebrating its 125th anniversary with a series of events that will connect the profession with the general public. The programme will involve the main public administrations and major Spanish companies will be particularly present. Exolum is one of the companies that will participate in the actions to commemorate the support of journalism and the defence of freedom of speech, issues that the APM has been promoting for a century and a half.

Both entities have signed an agreement through which Exolum in line with its Corporate Responsibility Policy which includes, among other principles, “the promotion of relationships with the community based on a permanent and smooth dialogue with all stakeholders in order to understand their needs and interests, aimed at contributing to the wellbeing and development of the communities where we are present”, wishes to support the initiatives of the APM towards the promotion of positive values in society and the strengthening of the role of journalism in democracies.

The events held to commemorate APM’s anniversary have been affected by the current health situation and many of them have thus been postponed. The first event, which took place last February, consisted of a prizegiving ceremony for the APM Journalism Awards, chaired by their Majesties the King and Queen of Spain.

In the next few months more events will be held to celebrate the APM’s 125th anniversary, where the participation of companies such as Exolum is expected, thus highlighting the association’s commitment to raising awareness of the relevance of journalism in democratic societies.

According to Mr Juan Caño, president of the Press Association of Madrid, “This agreement reflects the involvement of big companies such as Exolum in the progress and daily life of our society by supporting institutions such as ours in carrying out activities that contribute to the promotion of essential values for citizens.”

In the words of Exolum’s chairman, José Luis López de Silanes: *“Our company understands and shares the significant role played by the media. Therefore, we are proud to participate in the celebration of this anniversary, which evidences the importance of freedom of speech for society as a whole.”*

Madrid, 18 May 2021