

CERCA3



AIR CALENDAR

APRIL



We present the air quality report for the month of April, where the air quality was acceptable, representing a moderate risk of exit in the following neighborhoods on the indicated days:

El Médano: 1, 5, 16, 20, 23, 28, 29

El Rosarito: 3.12 to 28 and 30

El Tezal: 1 to 8, 10 to 19, 21, 22 and 25 to 30

Indeco: 18, 28 to 30

Charro Canvas: 1 to 5, 7 to 30

Circunvalación Norte: 9, 18, 19, 27 to 30

In the Los Olivos and Manglito neighborhoods, the air quality was good.

We invite you to learn more about the air quality in real time in La Paz and Los Cabos by visiting our Air Quality Monitoring System.

airelimpio.org.mx



DELIVERY OF RECOGNITION TO LICEO SCHOOL

We thank Colegio Liceo for supporting the expansion and sponsorship of the CERCA Air Quality MONITORING NETWORK available on the airelimpiobcs.org.mx platform and for being an environmentally responsible company.



RUNWAY WITH A CAUSE "FOR SUSTAINABILITY"

Thursday April 13, 2023

The Center for Renewable Energy and Environmental Quality (CERCA) in close collaboration with Luxury Avenue Mall, held a fundraising fashion show with three local designers that raised \$70,655.00 pesos for the Sustainable Rural

Communities project. This event was possible thanks to the generosity group of supporters from various social sectors.

The non-profit organization CERCA together with the committed team of Luxury Avenue Mall, jointly organized this fashion show along with three great designers thanks to the support of Ragne Sinikas, founder of the World Woman Conference & Awards. The fashion show led by Dana Giménez was held at Luxury Avenue Mall from 6:00 pm to 10:00 pm. The runway show began with the fresh and authentic fashion of Angie Carranza, continued with swimsuits by Rocío Coronel inspired by the underwater life of the Gulf of California; and ended with the fan of colors and flowers by the talented Sonia Falcone.

The objective of this fundraising event was to support CERCA's "Sustainable Rural Communities" program, which consists of the development and implementation of clean and renewable energy photovoltaic centers in communities that are disconnected from the electricity grid.

This amazing runway show was possible thanks to the partnership between CERCA and Luxury Avenue Mall in organizing this event, and to the support of socially responsible people and companies such as AV Clinique de beauté, Baja Digital, Bazaar Cabo, Cabomil, Cabo Models, Corazón Hotel & Spa, Chef Yobet Mayo, Daniel Espinosa Jewelry, Dj Alejandro Rivas, Direction of Municipal Tourism in Los Cabos, Flower Yard, Iván Sánchez, Kua Private Chef, Liceo Universidad, Los Cabos Tourism Trust (FITURCA), María Ocampo, Marlini, Moxi, Ocean Blue Magazine, Octavio Salón, Destino Magazine, Rey Xumu Mezcal, The shoetique and World Women Conference & Awards.

The non-profit organization CERCA is a scientific-environmental citizen center which is involved with different sectors of the community such as the academy, the private sector, the different levels of government, other civil organizations and the general population. CERCA's vision is to achieve the transformation of energy sources in the state of Baja California Sur

as well as all other polluting sources, and have a positive impact on air quality and public health in our communities and cities.

Luxury Avenue is a boutique mall, located in the heart of the Marina, in Los Cabos, BCS, Mexico. It is a Mexican family business, founded in Quintana Roo, which is committed to creating community, supporting culture and art, caring for the environment and highlighting the roots of Mexico through its various events, shopping experiences and alliances with

strategic partners, taking care of every detail for a unique experience for their clients. Luxury Avenue has one of the most attractive portfolios in Latin America with more than 300 luxury and prestigious brands located in its two malls: Cabo and Cancún. Luxury Avenue Mall is part of the Real Estate division of Grupo Ultra.



WEEK "ACTION IS GREEN"

During April 17 - 20 of this year, the event the week of "Action is Green" was held; the first days were held at the La Paz municipality town hall and the last days were held at the department of marine and coastal sciences at the Autonomous University of Baja California Sur. The objective of the event was to present and involve citizens in the work and projects that different agencies such as civil associations are carrying out in the face of the climate change problem. Civil associations such as CERCA were during the four days participating with dynamics and information on the work carried out by the association seeking to exemplify in a pleasant way the work carried out by the association on environmental issues.



COSCYT SCIENCE PUBLIC

On Friday, April 21 of this year, the "COSCYT Public Science" event was held, which has been taking place since January

In the shopping center Plaza Paseo La Paz. On this occasion, during the event, it was sought that both the participating agencies and civil associations had thematic activities mainly because this edition had as its main theme "the day of the mother earth". CERCA presented different activities such as: the game of 100 environmentalists said, environmentalist pictiography and a game of computer about healthier habits to take care of the environment; in each of the activities that CERCA carried out

The aim was for the students who came to the stand to learn and understand why it is so important to celebrate Mother Earth Day.



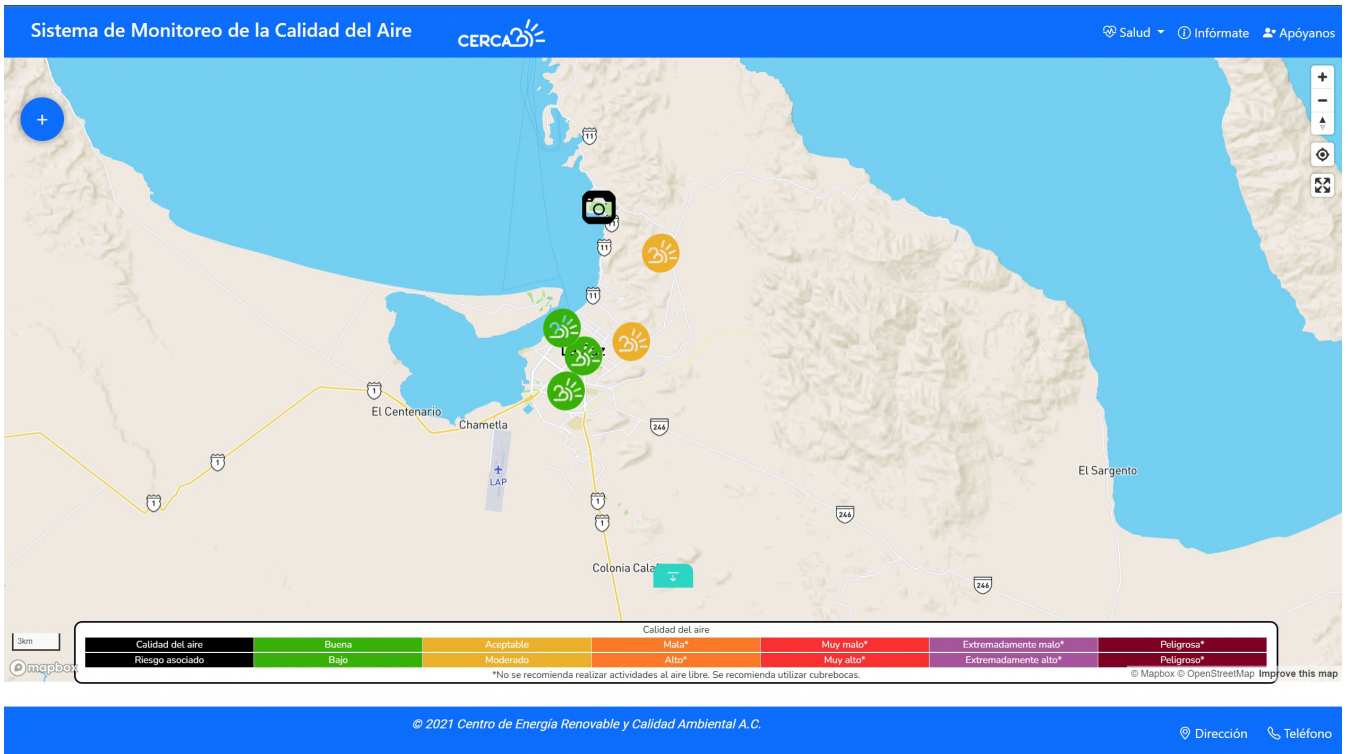
RECICLATÓN UABCS

Last Thursday, April 27, starting at 9 in the morning, the second edition of the Recycling event promoted by the Autonomous University of Baja California Sur in collaboration with CERCA, at the University Traffic Center (New whereabouts).

The event was a fair in favor of proper waste management where the collection of recyclable materials was promoted, which were received by La Paz Recycler. The CERCA organization participated with an informative stand to publicize the projects and schemes of organization participation. Likewise, with an activity that sought to promote youth in the general knowledge of topics environmental, being the game of 100 environmentalists, where they compete in teams seeking to guess the most popular answers of general questions focused on various environmental issues, an activity that was very fun and educational. Thanks to this participation it was possible to connect and sensitize the university community with the importance of knowing the different actions that anyone can perform to help our town on issues such as more environmentally friendly product alternatives, handling and management waste among others.



We are very happy to share the expansion of our Monitoring Network in Baja California Sur, to see all our monitors donated by the Liceo School and Smart Spaces, visit the airelimpiobcs.org.mx page.



Join as a friend of clean air, and

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THANKS FOR READING US!

We are deeply grateful to our donors



CERCA

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