

# Confie Donates to Central Fire Station for Firefighters' Day

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Tijuana, México., August 22, 2023—Confie, a Tijuana call center division of **Confie**, the largest independent personal lines agency and broker in the U.S, paid a visit to Central Fire Station in Tijuana on Aug. 16, along with staff from Xolos football team, as a preliminary event to commemorate today's Firefighters' Day in Mexico. This special event is a national day of celebration held every year on Aug. 22 to honor the work of these lifesaving first responders.

The Tijuana Call Center donated a 1/2" drill and a 1/4" hex impact wrench with battery and charger. Meanwhile, the regional team presented the men and women of the fire department with a personalized official jersey, and courtesy tickets for the Xolos vs Mazatlan match on Aug. 25. They also organized a friendly match between members of all fire stations, followed by a gathering with the firefighters' families at Caliente Stadium.

Firefighters welcomed guests with team-building activities, including a fire extinguishing simulation, climbing a 150-meter ladder, and a ride in the fire trucks.



Present at the event were Fernando Sánchez, Municipal Secretary of Security and Citizen Protection; Rafael Carrillo, Director of Tijuana Fire Department; Katya Navarrete, Director of Marketing and Communications at Confie; Alejandra Pompa, Manager of Xolos' Social Responsibility Programs; and Esther Mejía, Communications Officer of Tijuana Fire Department.

Sánchez expressed gratitude for the firefighters' life-saving work and highlighted the priority of implementing public policies for the benefit of youth to promote sports, reading, and art culture.

Carrillo recognized the visit's significance in acknowledging firefighters' efforts and their involvement in sports.

"At Confie, we follow the example set by our parent company, Confie, in being an active participant in the wellbeing of the communities where we live and work," said Santiago Cordero, VP & GM of Tijuana Operations. "This donation and visit are part of our Social Responsibility program between Confie and its partners in the community."

## About Confie

Confie started its operations in Tijuana, Baja California, México, in 2011, when Confie, the largest independent personal lines agency and broker in the U.S, acquired Seguros Sin Barreras and transitioned support operations and administration to Tijuana. Over the ensuing years, the company moved to a brand-new facility in the financial zone of Tijuana in 2016. Today, Confie has more than 1,500+ employees. Confie serves all 50 states in the U.S. For more information please visit [www.confie.mx](http://www.confie.mx).



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