


Channel	Content
Newsroom	<p><b>Meta Title: Juguetón 2026 Surpasses Goal with 922 Toys</b>  <b>Meta Description: Confie employees came together and donated 922 toys to Juguetón 2026, beating the goal of 900 and surpassing last year's toy total of 708.</b></p> <p><b>Confie Surpasses Goal of 900 Toys for Juguetón 2026</b></p> <p>Tijuana, Baja California — <b>May 4, 2026</b> — The Confie Shared Service Center in Tijuana announced the donation of <b>922 toys</b> to support the <b>Juguetón 2026</b> campaign led by TV Azteca. The donation, made on January 5, will help bring joy to children in vulnerable communities across Tijuana and Mexicali.</p> <p>Confie has proudly supported <b>Juguetón</b> for many years, reflecting the company's ongoing commitment to giving back to the communities where its employees live and work.</p>  <p>“At Confie, giving back to our communities is at the heart of what we do,” said Santiago Cordero, General Manager and Vice President. “This year’s Juguetón campaign not only surpassed last year’s total of 708 toys, but also exceeded our goal of 900—allowing us to bring even more joy and hope to the families in our communities.”</p> <p>Confie remains committed to being a socially responsible organization and creating a positive impact in the communities it serves.</p>

## About the Confie Shared Service Center

The Confie Shared Service Center began operations in Tijuana, Baja California, Mexico, in 2011 and provides operational support for Confie, one of the largest personal lines insurance distribution companies in the United States. Located in Tijuana's financial district, the Shared Service Center supports key business functions across the organization and employs more than 1,500 team members in Mexico.

The company is continuing to expand its operations in Mexico, with a second facility in Mexico City expected to open in 2026. For more information, visit [confiemx.com](https://confiemx.com).



Alt Text:

270x170: Confie employees load the overflowing Juguetón box of toys to be delivered to TV Azteca.

565x360x2: Confie employees delivered the toys during the Juguetón 2026 TV Azteca campaign.