[Home](http://www.pvpulse.com/)»[News](http://www.pvpulse.com/en/news)»[News from Banderas Bay](http://www.pvpulse.com/en/news/news-from-banderas-bay)»Vallarta Adventures Partners with Local Non-Profit PEACE in Facebook-Based Campaign

Thursday, 24 February 2011 10:28

Vallarta Adventures Partners with Local Non-Profit PEACE in Facebook-Based Campaign

Written by [Keph Senett](http://www.pvpulse.com/en/blog/keph-senett)

**Puerto Vallarta tour company** [**Vallarta Adventures**](http://www.vallarta-adventures.com/) **has partnered with non-profit** [**PEACE**](http://peacemexico.org/) **to create a unique Facebook-based campaign designed to boost awareness and contribute to the "Work for Food" program.**

The "4,000 'Likes' for 400 Meals" campaign calls for public support in the form of Facebook 'likes' on the [Vallarta Adventures Facebook page](http://www.facebook.com/vallarta.adventures). When the number of 'likes' reaches 4,000, the company will provide 400 meals to PEACE for their "Work for Food" program.

PEACE responds to community needs by creating programs that cater to town feedback. The high-demand Work for Food program grew out of flood relief efforts in September and continued to expand due to the consistent increase in job loss and need. In response, PEACE coordinated town beautification and improvement jobs with residents in return for donated food and cleaning supplies. All positions are identified by community members, making them the stakeholders of the project.

“We are excited about the opportunity to work with an organization like PEACE and look forward to reaching our goal to provide meals for people who can really benefit from the Work for Food program,” Vallarta Adventures founder Ricardo Farkas said in a recent press release.

"This campaign will help us put hundreds of people to work cleaning and improving schools, fields and town plazas and providing families with healthy food and cleaning supplies," said Molly Fisher, Executive Director of PEACE.

Get involved by adding your "Like" to the [Vallarta Adventures Facebook page](http://www.facebook.com/vallarta.adventures). To join the cause and donate food or supplies, contact nikhol@peacemexico.org.