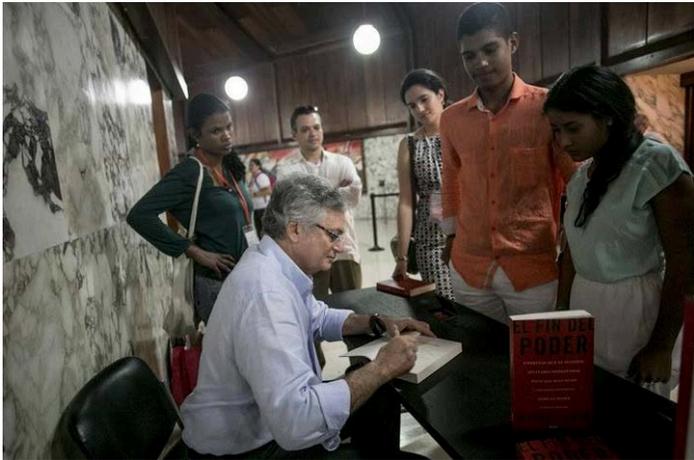


COLOMBIA TODAY

A Weekly Update from the Embassy of Colombia

February 4, 2015

Colombia Holds Tenth Anniversary Hay Festival



Moises Naimm, international columnist and author;
Photo Credit: Joaquin Sarmiento / [Hay Festival Cartagena Facebook](#)



Orquesta Latino Caribeño; Photo Credit: Joaquin Sarmiento /
[Hay Festival Cartagena Facebook](#)

Last week, Colombia held its annual [Hay Festival Cartagena de Indias](#). The literary and cultural [festival](#), which takes place every January in Cartagena, brings together artists, writers and musicians from around the world. This year's took place January 29 to February 1 and was the Festival's tenth anniversary.

The Hay Festival [aims](#) to promote local and international literature, cultural exchange and education to the public. In addition to holding programs and discussions for adults, the Festival includes a national story contest, festival for children, displays and workshops.

Additionally, the Hay Festival [partners](#) with other organizations on a variety of projects. This year, in its commitment to protect the environment, it partnered with PwC to monitor and minimize greenhouse gas emissions for the festival. It is also partnered with the Bolívar Regional Government and the Fundación Plan on a project promoting reading among children. The festival also encouraged student participation, with 20 percent of its tickets free for students, and it partnered with local universities and provided university students the opportunity to meet with the festival's participants.

For more information, visit: <http://www.hayfestival.com/cartagena/es-index.aspx?skinid=5&localesetting=es-ES¤cyssetting=EUR&resetfilters=true>

To view photos from the 2015 Festival, visit: https://www.facebook.com/hayfestivalcartagena/photos_stream



Miss Universe to Champion Education in Colombia

On January 25 in Miami, Paulina Vega, Miss Colombia was [named Miss Universe 2014](#). Vega – a 22-year-old business student at the Universidad Javeriana in Bogotá – is the second Colombian to win the title.

During her time as Miss Universe, Vega plans to focus on initiatives to improve education and address malnutrition in Colombia. In an interview with [The Huffington Post](#) she stated: *“There are two things that have always moved me. One is education, because when someone is educated they have everything and they can accomplish anything, and second, malnutrition, the lack of food.”*

Vega also emphasized Colombia’s transformation in her interview: *“Colombia is now in a whole different point. We have changed the whole perception. Our economy is stable. We are a secure country.”*

ICYMI: Facebook Founder & CEO Launches Internet.org Project in Colombia

Facebook Founder & CEO Mark Zuckerberg on Wednesday, January 14, [launched Internet.org](#) in Colombia – a global initiative aimed at bringing the Internet to the two-thirds of the world’s population without access. Colombia is the fourth country in the world and the first in the Western Hemisphere where Facebook is rolling out this initiative. At an event last Wednesday in Bogotá with Colombian President Juan Manuel Santos, Zuckerberg [announced](#) that Facebook’s Internet.org app is now available to Colombian cellular phone provider Tigo’s customers, allowing free access to government services and

several websites like Wikipedia, Accuweather, Tambero – specialized in agriculture – and UN Women, which fosters women empowerment.

To watch the event with English narration, click [here](#). For more information on the initiative, click [here](#).

To learn more, check out the following articles:

- [“Facebook Launches Mobile App Offering Free Internet in Colombia,” Reuters, January 14, 2015](#)
- [“Mark Zuckerberg Visits Colombia, Launches Free Internet Project,” Associated Press, January 15, 2015](#)

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