



PM We Care Marks International Day for Protection of Children with Powerful Progress in Metapa, Nicaragua

Schengen, June 1, 2025

In the past, daily life for many children in Metapa, Nicaragua was marked by risk and vulnerability. Physical and psychological punishment was widespread, and incidents of sexual violence among young people were distressingly high. Many families, facing poverty and limited education, lacked the resources and knowledge to create safe, supportive environments where children could grow.

Today, thanks to a powerful partnership between *PM We Care and World Vision Germany e.V.* that reality is changing – one family at a time.

Over the past year, joint efforts have led to significant and lasting improvements in child protection across the community. Parents and caregivers received training in positive parenting methods, learning how to guide children with empathy, set healthy boundaries, and recognize signs of abuse. As a result, harmful disciplinary practices have declined, and reported cases of sexual violence among young people have dropped from 10.5% to just 1.4%. More than 1,500 children have taken part in child protection workshops, gaining essential knowledge about their rights, developing leadership skills, and learning how to stay safe – both offline and online. These activities have helped build confidence, resilience, and social-emotional well-being among boys and girls alike.

Parents and caregivers are now actively engaged in discussions around safeguarding, inclusion, and digital safety – ensuring that children's voices are not only heard, but respected at home and within the broader community. To further nurture learning and self-expression, creative reading spaces have been established across Metapa, giving children a safe and inspiring place to read, learn, and grow.

One of the many inspiring stories is that of Alexa, a sponsored child supported through *PM We Care*. At just 8 years old, Alexa lives in a community where educational resources are limited. After joining a reading club supported by the initiative, she quickly advanced in reading and writing and became a peer tutor, helping other children on their learning

Press contact

PM-International AG - Lea Herz
lea.herz@pm-international.com
+352 33 96 67 944

PM-International AG
15 Waistrooss,
L-5445 Schengen
Luxembourg

PM-International AG

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journey. Through her participation in workshops, Alexa also learned about respect, rights, and online safety. Today, she dreams of becoming a teacher to support and inspire others – just as she was.

On International Day for Protection of Children, World Vision Germany and PM We Care highlight their shared commitment to creating lasting change, ensuring that every child in Metapa and beyond can grow up in safety, dignity, and hope.

“Child protection is at the heart of what we do,” said Gabriela Degen, Specialist for Education and Child Rights at World Vision. “When children feel safe, supported, and heard, everything changes – from their confidence to their future opportunities. Thanks to PM We Care, we’re creating environments where children like Alexa can grow up free from violence and full of potential.”

Vicki Sorg, Charity Ambassador of PM We Care, added: “Every child deserves to grow up feeling safe, loved and supported. That’s more than just a belief – it’s our mission. Through our partnership with World Vision and the commitment of our Distribution Partners, we’re turning hope into real change – every single day.”

Since 2023, PM We Care supports more than 600 sponsored children, their families and communities in Metapa. Nicaragua is one of eight regional development projects, that are planned and implemented together with locals and run for approximately 10-15 years.

About PM We Care

PM We Care is the charitable foundation of PM-International, one of the world’s leading direct selling companies in the field of health, fitness, and beauty. Through its long-standing partnership with World Vision, PM We Care supports child-focused development projects around the world, with a special focus on education, nutrition, water, and child protection. PM We Care currently supports more than 6,600 child sponsorships – with the clear goal of increasing that number to 10,000.

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About PM-International:

Since 1993, PM-International develops and distributes a premium range of scientifically formulated products for health, fitness and beauty under its FitLine® brand – many of which have a patented technology.

More than 900 million FitLine® products have been sold worldwide. Headquartered in Luxembourg, the family business distributes its products from over 45 subsidiaries on 6 continents.

The exclusive Nutrient Transport Concept (NTC®) represents the company's core competency and over 30 years of experience in product development: it delivers the nutrients when they are needed and where they are needed – to the cellular level, from inside and outside. To guarantee a continuous high product quality, the products are regularly and independently tested by ELAB Analytics GmbH. Via the QR code on the packaging, consumers can directly review information about the analysis. We believe that PM-International is still the only company that offers this level of transparency.

More than 1,000 top athletes from over 85 disciplines and 40 nations trust in FitLine products. FitLine is the official supplier of numerous sports organizations and national teams, such as the ATP Tour for men's elite tennis, the German, Austrian, and Canadian Ski Associations (DSV, ÖSV, ACA), the German Cycling Federation (BDR), the German Athletics Association (DLV), the Royal Belgian Handball Federation (URBH), and many others, with some of them for more than 20 years.

Further information can be found under: www.pm-international.com

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