



Wildfire Emergency

**FUNDACIÓN EROSKI DONATES €50,000 TO THE SPANISH RED
CROSS TO SUPPORT THE WILDFIRE RESPONSE**

- The donation will help strengthen the humanitarian assistance that the Spanish Red Cross is currently providing to meet the needs of those affected.
- The wildfires have forced the evacuation of thousands of people and prompted a large-scale emergency response in different parts of the country.

Elorrio, 30 July 2026. [Fundación EROSKI](#) has donated €50,000 to the Spanish Red Cross to support the emergency operation the organisation continues to maintain in response to the severe wildfires that have affected various parts of the country over recent weeks, particularly in the Sierra Oeste region of Madrid, Ávila and Castellón.

This donation will strengthen the ongoing response led by the Spanish Red Cross, while helping to mobilise teams, volunteers and resources to meet the needs of affected communities and provide logistical support to the emergency services tackling the fires.

The wildfires that have occurred over recent weeks have forced the evacuation or confinement of thousands of people and caused extensive damage across numerous municipalities and natural areas. In response to this situation, the Spanish Red Cross has deployed a large-scale emergency operation to manage temporary shelters for evacuees, distribute food, water and other essential supplies, provide social care and psychosocial support, and work alongside the various agencies involved in the emergency response.

"At Fundación EROSKI, we want to express our solidarity with everyone affected by this devastating emergency and help ensure that the Spanish Red Cross can continue mobilising the resources needed wherever they are most urgently required. With this donation, we hope to support a swift and effective response at an especially difficult time," said **Alejandro Martínez Berriochoa, General Manager of Fundación EROSKI.**

"We are grateful to Fundación EROSKI for this donation, which will help strengthen the assistance the Spanish Red Cross provides to people affected by the wildfires. The support of responsible businesses is essential to ensuring a rapid and effective response to

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emergencies of this scale," said **Jaime Gregori, National Director of Fundraising, Partnerships and Corporate Responsibility at the Spanish Red Cross.**

This collaboration forms part of Fundación EROSKI's long-standing commitment to supporting people and communities facing situations of particular vulnerability. Working in partnership with specialist organisations such as the Spanish Red Cross, the Foundation promotes initiatives that help respond to humanitarian emergencies and contribute to the wellbeing of people in the communities where it operates.

About FUNDACIÓN EROSKI

Fundación EROSKI was established in 1997 by EROSKI as a platform to deliver a wide range of social initiatives to society. Its work focuses on research, innovation, education and consumer protection, as well as environmental sustainability. Its work promotes healthy eating and healthy lifestyle habits, contributing to the development of a fairer, more inclusive and cohesive society, with inter-cooperation at the heart of its approach.

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