

ICAP launches communication campaign to commemorate its 65th anniversary



Communication campaign for the 65th anniversary of the Cuban Institute of Friendship with the Peoples. Photo: Enrique González (Enro)/ Cubadebate.

Havana, February 4 (RHC)-- To celebrate its 65th anniversary, the Cuban Institute of Friendship with the Peoples (ICAP) will carry out a communication campaign with different activities throughout 2025, as announced by its president, Fernando González Llort, in a meeting with the press. Also present during the exchange were Noemí Rabaza, first vice president of this institution and Tamara Velázquez, director of Communication of Historical Heritage.



Communication campaign for the 65th anniversary of the Cuban Institute of Friendship with the Peoples. Photo: Enrique González (Enro)/ Cubadebate.

“We wanted to reach this 65th anniversary by promoting friendship, solidarity and collaboration between peoples. Our campaign is dedicated to Cuba and its resistance, as well as to all the friends who have accompanied us in the most difficult circumstances,” said Tamara Velázquez.

Among the main activities that will be developed during 2025 are: the World Marathon of Love for Cuba, which is gaining strength in Latin America and other regions; and the IX Latin American and Caribbean Meeting that will be held in Mexico, as Noemí Rabaza assured.

Rabaza also pointed out that other activities will be developed: “We will carry out interventions in public spaces, production of audiovisual content, donation parties and volunteer work. Many of these actions will be in the digital space, through our profiles on social networks.”

“We hope that this campaign will serve to bring us closer to the new generations and to people who are not familiar with the work of the institute. In addition, we have proposed that our messages revolve around the solidarity that characterizes our country, since we have a deep commitment to peace, sovereignty and social justice,” concluded Velázquez.

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