



NEWS RELEASE
FOR IMMEDIATE RELEASE

VIRTUAL EVENT BY OPPORTUNITY INTERNATIONAL WINS AWARD FOR BEST “VIRTUAL CUSTOMER ENGAGEMENT”

CHICAGO, February 10, 2022 – Opportunity International was selected by Ragan as the winner of the “Best Virtual Customer Engagement Event” for the Virtual Insight Trip to Colombia, which first aired on April 25, 2021.

Ragan is a prominent PR and Communications firm with a wide reach across many industries. Opportunity takes its [first-place seat](#) alongside other winners such as Panera Bread, Kroger, Citrix, Deloitte, and Siemens.

This first-ever Virtual Insight Trip was designed as a way to bring our audience to the field through their screen during a time when travel was halted by the pandemic. In an effort to help supporters feel connected to our clients and introduce new supporters to our mission, we took them on a crash-course Insight Trip.

This exciting one-hour experience took guests through the streets of Colombia, where they got to meet clients, experience a Trust Group, visit a bustling business, and witness transformation in action. Brian Olarte, the Director of AGAPE, Opportunity’s long-time partner in Colombia, hosted the trip and helped bring to light the challenges faced by Colombians today—along with their inspiring resilience to build better futures for their families.

One of the highlights was reconnecting with one of Opportunity’s very first clients, Tito Santa María, and hearing how his life has changed in the last three decades since he received his first loan.

Viewers also got to hear from fellow travelers who had visited these areas in-person, which helped them connect with what it feels like to experience the passion of Opportunity clients firsthand. The event was a family affair, and children could follow along with coloring sheets, a travel quiz, and even fill out their own travel journal along the way.

Travelers can still enjoy this experience at opportunity.org/vitcolombia.