

Cisneros launches Teleton Venevision 2026 for earthquake recovery in Venezuela in partnership with United Way Venezuela

On October 17, Teleton Venevision 2026 "United for Venezuela" will air via Venevision & Circuito Union Radio with donations processed by United Way Venezuela.

MIAMI, FL, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- Continuing her family's longstanding commitment to Venezuela, Adriana Cisneros, CEO of Cisneros, today announced the organization of Teleton Venevision 2026 "United for Venezuela", a major

fundraising and national unity initiative coordinated by Venevision in partnership with the nonprofit organization Dividendo Voluntario para la Comunidad (DVC), the official United Way Worldwide affiliate in Venezuela, and supported by Circuito Union Radio as its radio broadcast partner.

Inspired by a legacy of solidarity, vision, and social commitment, Venevision will deploy its full operational and news-gathering capabilities to lead a major day of national unity and reconstruction, raising funds to address the emergency caused by the recent earthquakes. The telethon has been designed with a dual purpose: to recognize the collective effort and resilience of those in the hardest-hit areas and to provide a platform for continued fundraising to ensure that critical aid reaches affected communities. The event will take place on October 17.

"The response we have seen following the earthquakes shows us that together we can achieve so much more. Through our platform, we seek to connect support from both inside and outside the country to ensure that assistance reaches affected communities in a transparent, direct, and sustained way," said Adriana Cisneros, CEO of Cisneros.

A Global, Multi-Platform Broadcast

Teleton Venevision 2026 "United for Venezuela" will feature continuous, multi-platform

The logo for Teleton Venevision 2026. The word "Teleton" is in a large, blue, sans-serif font. "Venevision" is in a smaller, blue, sans-serif font below it. "2026" is in a yellow, sans-serif font to the right of "Venevision".

October 17



#VVUnidosPorVenezuela

TELETON VENEVISION 2026.

programming, combining live broadcasts from Venevision's main studios in Caracas with radio coverage across Circuito Union Radio, as well as connections to international studios to engage the Venezuelan diaspora and global brands.

Throughout the day, the programming will pay tribute to the bravery of citizens, firefighters, rescue workers, volunteers, NGOs, and private companies that have been on the front lines of the response following the emergency. The event will also highlight the commitment of the private sector and feature appearances by Venevision talent and Miss Venezuela representatives, who will share stories of impact and social support projects in affected areas.

The broadcast will feature a special performance by El Sistema (National System of Youth and Children's Orchestras and Choirs of Venezuela), an emblem of national pride and an enduring symbol of opportunity, inclusion, and progress for the country, as a Venevision partner in this collective effort.

Transparent and High-Impact Fundraising

All domestic and international donations will be channeled entirely through the United Way Worldwide platform and its local implementing organization, Dividendo Voluntario para la Comunidad, of which Venevision is an active member.

To ensure the highest standards of governance, and in addition to the DVC audit conducted by Deloitte, global professional services firm EY (Ernst & Young) will join the initiative to help verify the transparency and traceability of all donations.

"This telethon represents much more than a fundraising campaign; it is an invitation to transform solidarity into real opportunities for Venezuelan families who are now facing the challenge of rebuilding their communities. Together with Venevision and our partners, DVC reaffirms its commitment to continuing to mobilize goodwill, resources, and hope to support a sustainable, long-term recovery in the country," said Ramón Ostos, President of DVC.

Cisneros' Historic Commitment to Venezuela

This partnership represents a continuation of Cisneros' longstanding commitment to Venezuela during some of the country's most challenging moments. Following the earthquake emergency, the organization took immediate action by providing continuous live news coverage across Venevision's digital platforms, launching the digital portal AyudaVenezuela.venevision.com to help coordinate relief efforts, and providing immediate physical assistance through the distribution of essential products from Laboratorios FISA to shelters and affected communities.

With nearly 100 years of family and corporate heritage, Cisneros' industrial, operational, and communications infrastructure, led today by Adriana Cisneros, serves as a trusted bridge for capital, international solidarity, and optimism, helping reconnect Venezuela with its future and

ensuring that immediate relief can evolve into a strong, sustainable, and lasting recovery.

About Cisneros

With a legacy spanning nearly a century, Cisneros is a global company with leadership positions in media and entertainment, real estate investments, and technology. Community development and social responsibility are core pillars of Cisneros' strategy. With a strong track record of social impact, the organization supports humanitarian, educational, and community development initiatives across the region, leveraging the reach and resources of its companies and foundations.

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