

TRAM publishes the 2025 Christmas campaign and supports the Pallapupas project

- This year, Pallapupas is the charitable cause chosen by the TRAM team to receive the Christmas donation and be part of the dissemination campaign during these holidays
- The 2025 greeting, with the slogan "Movem la Màgia", has the voluntary participation of TRAM workers, as every year



Barcelona, December 9, 2025. - For the twelfth consecutive year, TRAM celebrates the holidays through a solidarity Christmas campaign with the slogan "[Movem la Màgia](#)", which has the voluntary participation of the staff. This year, the cause chosen to appear in the video and on the corporate channels and to receive the Christmas

donation is Pallapupas, an entity that uses humor as a therapeutic tool to humanize healthcare spaces, reduce stress and improve the emotional well-being of patients, families and medical teams in hospitals and socio-health centers in Catalonia.

Every year, the TRAM campaign aims not only to wish users a Merry Christmas, but also to give visibility to charitable initiatives that generate social impact. In addition to the dissemination, TRAM collaborates with the organization with a donation of €15,000 which, in this case, Pallapupas will allocate to its project in social and health centers and nursing homes. Through adapted artistic interventions, Pallapupas artists promote social connection, stimulate memory and contribute to reducing feelings of anxiety, fear or isolation, generating meaningful moments for the elderly.

The artists work in pairs, with their own method and adapt each session to the life story, mood, abilities and needs of each person, using games, humor, music, movement and improvisation that stimulate memory, identity and self-esteem.



From left to right: Andrea Coll Pons, Head of Communication and CSR at TRAM; Yaiza Nieto, Head of Communications at Pallapupas ; Xavier León, Managing Director of TRAM and Maribel Aira, Marketing Director of TRAM

The TRAM team is the one who votes for the charity cause for Christmas

As every year, a few months before December, TRAM workers were asked to propose entities for the 2025 Christmas charity to the Corporate Social Responsibility department. This year, Desireé Cardona, head of Economic Management at TRAM, was the one who proposed Pallapupas, as she had previously collaborated with them. After presenting all the proposals, this was the one most voted for by the rest of the team.

With this initiative, TRAM reaffirms its commitment to corporate social responsibility, using its channels, in this case the Christmas campaign, as a platform to support projects that improve people's quality of life.

About Pallapupas

Each year, Pallapupas performs more than 120,000 interventions and nearly 60,000 indirect impacts in 8 hospitals and socio-health centers in Catalonia. In addition, since 2008, it has been providing training at the Faculty of Medicine of the University of Barcelona with the optional subject "New tools for intervention in the hospital world". This pioneering training in Europe helps future healthcare professionals develop communication skills. And, since 2024, the entity has expanded its work with emotional care training programs aimed at healthcare personnel, to reduce stress and strengthen team cohesion, with a direct impact on the quality of patient care. 86% of patients state that their emotional well-being improves after interventions with Pallapupas.

Christmas charity causes at TRAM

Pallapupas joins the charitable organizations with which the TRAM team has collaborated in recent years for Christmas: the ASSÍS Association, the Dravet Syndrome Foundation, the Friends of the Elderly Foundation, the Spanish Breast Cancer Federation (FECMA), the Spanish ELA Association (adELA), the 1,000 and a



Nineka association, not a single child with cancer, the Pasqual Maragall Foundation and the Humanitarian Alliance for Child Feeding of the Red Cross in Catalonia.

[Link to the campaign video](#)

More information:

www.tram.cat

And on our online channels:

www.instagram.com/tram_barcelona/

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Press contact:

TRAM Communication - acoll@tram.cat - 682 93 38 95