***1st Edition of the Ser Natural Traz Frutos Bootcamp***

**Pedras Sabores launches mentorship program to support young people in following their dreams**

***Sara Correia and Salvador Martinha join the list of mentors supporting 150 young people in staying true to their nature. Applications are open until the end of November.***

Pedras Sabores, the range of beverages with natural ingredients from the Super Bock Group, based on the iconic 100% natural sparkling water Pedras, believes that Being Natural Bears Fruit — just as demonstrated by the life story of Sara Correia, featured in the brand’s latest communication campaign. However, the brand also recognizes that, for many, staying true to their nature can be a challenge.

To help more young people pursue their dreams, the brand created the [Ser Natural Traz Frutos Bootcamp](https://www.aguadaspedras.com/ser-natural-traz-frutos/), a mentorship program focused on discovering vocation and developing talent, aimed at residents in Portugal between the ages of 18 and 34.

Implemented by Movimento Transformers — a leading organization in the areas of youth, volunteering, and non-formal education, with solid experience in mentorship programs — participants of the Ser Natural Traz Frutos Bootcamp will have access to online mentorship sessions with experienced and renowned professionals in their fields. **Sara Correia and Salvador Martinha** are among the mentors who have joined this social responsibility initiative, alongside names such as [Max Oliveira](https://www.instagram.com/maxmomentum/), [Mafalda Rebordão](https://www.instagram.com/mafaldarebordao/), [Inês Homem de Melo](https://www.instagram.com/ineshomemdemelo/?hl=en), [Mariana Duarte Silva](https://www.instagram.com/madamemina/), [João Faria](https://www.instagram.com/menu.executivo/), among others.

By sharing knowledge and experiences between mentors and mentees, the program aims to create a space for inspiration, structured guidance, and motivation, so that each young participant can stay true to their nature and achieve their dreams — whether in the arts, sports, literature, or sciences.

**Statement by Madalena Cunha, Water and Cider Manager at Super Bock Group:**

“Through the Ser Natural Traz Frutos Bootcamp we are bringing to life what, until now, was only a communication concept in which we deeply believe: that staying true to our true essence paves the way to achieving dreams. We want to inspire and support young people in discovering their potential and overcoming the barriers that arise along the way, providing them with quality mentorship and tools through which they can gain confidence, skills, and motivation to follow their natural path. Just like Pedras Sabores, we believe that each young person, by respecting their essence, can leave their mark on the world.”

**Statement by Joana Moreira, Executive Director of Movimento Transformers:**

“We want young people to leave this program with the tools, knowledge, and confidence needed to face the challenges of the job market. The connection with the mentors will be crucial for them to establish their personal brand and build a valuable network of contacts for the future. It is important to us that young people increasingly have opportunities to become active agents of change.”

Participation in the Ser Natural Traz Frutos Bootcamp is free of charge, however, places are limited. Interested candidates should complete the application form available at <https://www.aguadaspedras.com/ser-natural-traz-frutos/>. Applications close on November 30.

Two in-person information sessions are also scheduled: in Lisbon (Casa do Impacto) on October 15, and in Porto (Academia de Rua) on October 28. Selected participants will have access to three thematic online mentorship sessions focused on skills development with their mentors, taking place from January to March 2026. In addition, they will be able to attend three optional online follow-up sessions provided by Movimento Transformers.

The full regulations for the first edition of the Ser Natural Traz Frutos Bootcamp are available here: <https://www.aguadaspedras.com/ser-natural-traz-frutos/>.

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