



0. PABLO ESCOBAR - THE PEOPLE'S LEADER - Story
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For part of his life, Pablo Escobar lived in Envigado, a suburb of Medellin, Colombia. It was here that he met his wife and many of his friends. This image depicts the area of Envigado's town square. Image online via Discover Colombia.

Desiring to become a politician, Pablo Escobar started talking about his political beliefs (even after he had decided that politics, per se, was not the life for him).

We can learn about Escobar's political philosophy from his own words:

The ideology of our movement is civic mindedness, nationalism and social, ecological and sports programs. (From "Pablo Escobar's Private Archive".)

In a speech to a gathered crowd, where he touts social projects for Medellin and the neighboring areas, Escobar says it's important to touch the heart of every housewife:

Through our program we would like to ask every citizen to practice civic mindedness. We want to touch every housewife's heart so they don't buy foreign products and support national industry that employs Colombians. ("Pablo Escobar's Private Archive".)

One of Pablo's social plans was to provide electrical lighting for evening soccer (football) games in the Flores de Envigado neighborhood. The media provided news about the event, and the other dozen soccer fields which were now lighted, thanks to Escobar.

It was actually far more than a dozen fields which benefitted from Pablo's "civic mindedness," according to Escobar's cousin, Jaime Gaviria:

We provided lighting to 40 fields in poor neighborhoods. (From interview included in "Pablo Escobar's Private Archive".)

At one of those dedications, the crowd praised Escobar, shouting:

Long Live Pablo Escobar Gaviria! This is a project of "Civismo en Marcha" by Pablo Escobar Gaviria, the People's leader, the man who works for honest people. (From interview included in "Pablo Escobar's Private Archive".)

One of his key projects, to benefit the local people, was known as "Medellin without Slums." Escobar got the idea after sixty to eighty slums caught fire in the Moravia area of Medellin.

Setting aside the human tragedy, which was horrendous, Jaime (Escobar's cousin) describes how Pablo brought about significant change for these now-homeless people:

The man who led things in that dump came. They called him "Freckly" [because of all his facial freckles]. We spoke to him for about an hour, and I told him what Pablo told me. Pablo said "Talk to Jamie and whatever you need you will have." (From interview included in "Pablo Escobar's Private Archive".)

Thereafter, Pablo promised to create a brand new neighborhood for all the people who had been living on the dump site. Then he made it happen, further endearing himself to the downtrodden people living in the Medellin area.

Even better, for Pablo and his growing reputation, he convinced a national news correspondent to cover the story of his generosity. The highly respected journalist promptly fell in love with Escobar.

By telling the story of his plans and works for the people, Pablo could “buy his way” into Colombia’s national political scene.

That was his next move.

See Alignments to State and Common Core standards for this story online at:

<http://www.awesomestories.com/asset/AcademicAlignment/PABLO-ESCOBAR-THE-PEOPLE-S-LEADER-Pablo-Escobar-Narcos>

See Learning Tasks for this story online at:

<http://www.awesomestories.com/asset/AcademicActivities/PABLO-ESCOBAR-THE-PEOPLE-S-LEADER-Pablo-Escobar-Narcos>

Media Stream

Envigado - Where the Escobar Family Lived

For part of his life, Pablo Escobar and his family lived in Envigado, a town very close to Medellin. When money started to flow into Pablo’s coffers, he shared some of that wealth with the people of Envigado.

Among other things, he purchased electrical lighting for soccer fields, so Envigado teams could play at night. This proved to be a major hit with local residents.

Escobar loved Envigado. About it, he once said:

I feel proud of being part of the community of the town of Envigado because in this place I have found the most valuable treasures of my life: my wife, my friends, my colleagues and co-workers. They all belong to Envigado.

What do we know about Envigado, the place Escobar’s family once called home?

"Discover Colombia" provides [a bit of history](#):

Envigado lies on one of the foothills of the Central Andean Cordillera (mountain range). It stands on a flat zone, slightly higher than the rest of the Aburra Valley.

Its rapid growth was the result of the arrival of thousands of workers who came to make money in the neighboring factories of Itagui, a town which offered better tax incentives for companies to establish themselves in its territory.

The quality of Envigado’s public services and infrastructure has made it one of the towns with the best quality of life in the country. Including its neighboring town of Sabaneta, Envigado has fast become one of the highest appreciating land areas in all of Medellin and there are currently multiple commercial as well as residential projects underway.

In spite of being so close to Medellin, Envigado has a rural atmosphere and many beautiful areas that are ideal for hiking, bird watching, mountain biking or just relaxing. The main park in the town square is another significant meeting and socializing area in Envigado.

Dominated by the church on the eastern side, it plays host to cafes, bars and restaurants that surround it and offer people a wonderful place to chat, read, play board games, have a beer or a cup of coffee.

In this image, we see a picture of Envigado’s town square.

Discover Colombia web site.

View this asset at:

<http://www.awesomestories.com/asset/view/Envigado-Where-the-Escobar-Family-Lived>

