



Boulogne, 17 March 2008

## Press release

### **Bouygues Telecom Foundation supports 2008 Ocean Initiatives and encourages employee involvement**

#### **Cleaning up lakes and rivers – a new challenge for Ocean Initiatives**

Surfrider Foundation Europe, an association dedicated to the protection of the ocean, waves and coastlines, has been organising beach clean-up operations dubbed Ocean Initiatives for the past 13 years. In 2007, the event attracted more than 10,000 people around the world, including 2,500 school children.

The Bouygues Telecom Foundation has chosen to support Ocean Initiatives in 2008, enabling the operation to be extended to a clean-up of lakes and rivers. The event is also a way of raising awareness and encouraging people to take action for the planet.

The Ocean Initiatives will be held from 21 to 23 March 2008.

For more information and registrations: [www.initiativesoceanes.org](http://www.initiativesoceanes.org)

#### **Eight clean-up operations for Bouygues Telecom employees**

The Bouygues Telecom Foundation will encourage the company's employees to get involved in eight clean-up operations organised near its sites, in Aix-en-Provence, Bordeaux, Bourges, Lyon, Nantes, Sèvres (21 March), Tours and Strasbourg (25 April).

200 volunteers will thus be able to take part in the Ocean Initiatives, underscoring the Foundation's goal of involving employees in its sponsorship initiatives.

#### **Active support for Foundation initiatives from Bouygues Telecom employees**

Initiatives supported by the Bouygues Telecom Foundation are inspired by a focus on "informing and creating links between people." The Foundation aids people facing medical and social difficulties (support for the Petits Princes association) and helps promote environmental responsibility (in partnership with the Nicolas Hulot Foundation's "Earth Challenge" programme) and culture (Bouygues Telecom Foundation Prize). The Foundation also supports associations sponsored by employees of the company.

Bouygues Telecom encourages volunteer work by granting employees four half-days each year to work on initiatives funded, conceived or pursued by the Foundation. Through the nearly 400 volunteers active within the company, Bouygues Telecom thus donates some 3,000 hours of time.

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