



Boulogne, 16 March 2009

Press release

The Bouygues Telecom Foundation continues to support Ocean Initiatives and encourages employee involvement

Eight clean-up operations for Bouygues Telecom employees

After last year's major success, the Bouygues Telecom Foundation is again encouraging the company's employees to get involved in eight beach, lake and river clean-up operations as part of the 2009 Ocean Initiatives, with the participation of Surfrider Foundation Europe.

The clean-ups will take place in:

- Marseille – 20 March – Kennedy Corniche, at the the *Plage du Prophète* beach
- Nantes – 20 March – along the banks of the River Erdre between the Rowing Club and Ile de Versailles
- Strasbourg – 20 March – Ballastière lake in Bischheim
- Lyon – 21 March – on the islands of Miribel Jonage park
- Tours – 27 March – along the Cher riverside
- Bourges – 27 March – Val d'Auron lake
- Bordeaux – 3 April – Bordeaux lake
- Sèvres – 15 May – near the Ile Monsieur watersports park

In 2008, 150 Bouygues Telecom Foundation volunteers participated in the clean-ups organised in the sites located close to their company. Their commitment underscores Bouygues Telecom Foundation's success in getting employees involved in its sponsorship initiatives.

Ocean Initiatives' challenge is to clean up lakes and rivers

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 14 years. In 2008, the event attracted more than 15,000 people around the world through 335 operations.

The Bouygues Telecom Foundation chose to support Ocean Initiatives in 2008, enabling the operation to be extended to the clean-up of lakes and rivers. The event is also a way of raising awareness and encouraging people to adopt small ways in which they can help protect the planet.

Ocean Initiatives will be held from Thursday 19 March to Sunday 22 March 2009.

Find out more and register at www.initiativesoceanes.org

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-Metro *Nouveau Talent* literary 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, created or pursued by the Foundation. Through the nearly 460 volunteers active within the company, Bouygues Telecom thus donates some 3,000 hours of time.

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