



Press release

Paris, 14 June 2011

**The Bouygues Telecom corporate foundation supports customers
in their community projects**

In celebration of its fifth birthday, the Bouygues Telecom foundation has decided to support 30 community projects sponsored by its customers by allocating grants worth €5,000 each. The aim is to get involved in projects led by local associations.

For Olivier Roussat, Chief Executive Officer of Bouygues Telecom, “Sponsoring associations is a great initiative that the foundation has been promoting for employees for the past five years. To mark the occasion, we wanted to open the foundation to our customers too by supporting them in their community projects”.

Applications made by customers must fulfil certain selection criteria.

- Projects must fall within the scope of one of three fields covered by the foundation: environmental protection, support for people in medical or social difficulty, and promotion of the French language), with the objective of raising awareness or forging links;
- Applicants must have been a Bouygues Telecom customer for at least one year and be aged at least 18;
- Applicants must be involved in the association sponsored (employee, volunteer, member, etc.);
- The association supported must have been created before 1 January 2010.

Up to 31 August 2011, Bouygues Telecom customers can submit their project to the dedicated website at <http://www.fondation.bouyguetelecom.fr>. The foundation has opened its Facebook page to answer any questions customers may have on sponsoring associations. (www.facebook.com/fondationbouyguetelecom)

The 30 projects will be selected by a panel of judges including Christian Buchet (Secretary General of the French Grenelle Roundtable on the Sea Committee), Professor Christophe Glorion (Orthopaedic and Paediatric Trauma Surgeon at Necker Children’s Hospital) and Ronald Blunden (Director of Communication at Hachette Livre) and the foundation’s Board members. The associations will be selected according to criteria such as the impact of the action proposed, the motivation of the customer sponsored, and the originality and feasibility of the project.

Bouygues Telecom Foundation

The need to raise awareness and strengthen ties between people is the central theme that runs through the initiatives supported by the Bouygues Telecom Foundation. The foundation supports projects in three fields: support for people facing medical and social difficulties (Petits Princes association), environmental protection (partnership with Surfrider Foundation Europe) and promotion of the French language (creation of the Nouveau Talent award with Metro and Calmann-Lévy).

The foundation also supports associations sponsored by employees of the company. It encourages volunteer work by granting employees four half-days each year to work on initiatives funded, created or pursued by the foundation. For Pierre Marfaing, Chairman of the Bouygues Telecom Foundation, "Employees sponsoring associations means that the foundation can provide support for local, practical initiatives, which it may not have necessarily found itself. Supporting employees' personal projects provides diversity and the rich experience of community-based associations, which complement our major partnerships". In all, Bouygues Telecom donates 3,000 working hours to its foundation and has close to 710 volunteers.

Press contact

Adeline Soubie: +33 (0)1 58 17 97 06
asoubieb@bouyguetelecom.fr