

CSR AWARDS ISSUE

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As the economy continues its slow rise from the ashes, more than ever organizations are embracing the notion that being good citizens has tangible benefits. Corporate social responsibility has been linked to improved reputation and employee morale, but CSR is not just good business—it brings in business as well. A global study last year found that 60% of consumers want to buy from companies that are environmentally responsible and good corporate citizens. Of course, this is where PR comes in: expertly communicating to customers and other key stakeholders the good works their organization is doing for their own communities and around the world. This year's crop of CSR Award honorees have ably demonstrated this expertise: from chronicling disaster relief efforts in Haiti and communicating sustainability commitment by adhering to Global Reporting Initiative guidelines to illuminating employee efforts to help their communities, the depth, breadth and creativity of CSR campaigns grows exponentially. *PR News* congratulates all the CSR Award winners and honorable mentions, who were honored on March 8, 2011, at a luncheon held at the National Press Club in Washington, D.C. For extended profiles of the winners and honorable mentions, please visit prnewsonline.com.



ANNUAL REPORT

Southwest Airlines Company Southwest Airlines One Report



Focusing on the Southwest Airlines triple bottom line—performance, people and planet—the Southwest One Report was a first for the company, combining its 2009 financial performance and updated content from its 2008 Southwest Cares report.

Why the sustainability/financial performance combination? The company recognized a growing interest in sustainability from its shareholders, and there was already overlap in effort and content with two separate reports. In addition, Southwest president and CEO Gary Kelly was looking for a way to make the reporting process more efficient, with a consolidation of the many voices that represent Southwest. To Kelly, one destination that told the entire Southwest story was the best strategy.

Another differentiator from Southwest annual reports of the past was the company's adherence to the Global Reporting Initiative (GRI), the internationally recognized standard of sustainability reporting. The

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BLOG

Kaiser Permanente 'Dispatches From Haiti'

Forty-eight hours after the deadly Jan. 12, 2010, earthquake in Haiti, doctors from Kaiser Permanente were en route to the disaster area. When the first physicians on the ground sent e-mails describing the extent of the carnage and their life-saving efforts, it became apparent that a more extensive communications platform was needed.

Thus, six days later Kaiser Permanente launched the blog "Dispatches From Haiti," which provided a single outlet through which doctors and nurses could share observations with colleagues, KP employees, members and interested persons worldwide. Five-hundred-word blog entries were typed out by caregivers on their smartphones and sent to Kaiser Permanente's PR team in the U.S. Within KP, the blog was regularly e-mailed to employees—from executive leadership on down. Externally, the team pitched the blog to local and national journalists looking for different angles on the quake and the global relief



Continued on page 14

OFFICE PARK



BOARD MEETING



BRAINSTORM



CORPORATE STRUCTURE



BUSINESS AS USUAL

At Viacom, our commitment to the communities we connect with is a guiding principle of the way we work. We are so proud to be honored by PR News, and we applaud the admirable work of all of today's honorees.

VIACOM



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CAUSE BRANDING

Mullen Men's Wearhouse Attacks 'Mancession' with National Suit Drive



Like many organizations, Men's Wearhouse tightened its belt in 2010's tough economic climate. With its advertising budget

solely allocated to its promotional efforts, there was little budget left to promote its annual National Suit Drive.

Not wanting to give up on its philanthropic effort that provides men's and women's suits to unemployed workers, Men's Wearhouse and agency partner Mullen got creative. Mullen devised a strategy to help its fellow "MAN" (Mancession + Awareness = News). A word-of-mouth campaign was launched in the form of street teams dressed in only boxers, ties, socks and shoes carrying signs that read "Give the Suit Off Your Back." —Regina D'Alesio

Honorable Mentions

American Beverage Association - *School Beverage Guidelines*: ABA works to replace soda from schools with healthier drinks.

DeVries Public Relations - *The Downy Touch of Comfort Program*: DeVries helped Downy launch its first philanthropic effort in the brand's 50-year history.

Gibbs & Soell and Syngenta AG - *Weeding Out Hunger with Halex GT Herbicide*: Food drives, a "tour" of nine trade shows and retailer events raised 5 tons of food for the needy.

Jiffy Lube International and Cone Inc. - *2010 Jiffy Lube Maintenance Partners for Life Campaign*: For a \$3 donation, Jiffy Lube customers received a coupon book with more than \$100 in savings and healthy lifestyle tips.

The Walt Disney Company - *Disney's Friends for Change: Project Green*: Project Green inspired kids to cut carbon emissions, recycle, save water and protect wildlife habitats.

COMMUNITY AFFAIRS

HonorableMentions

Alyeska Pipeline Service Company - Prince William Sound Traveling Health and Safety Fair: Last year marked the 10th anniversary of Alyeska's Traveling Health and Safety Fair, in which the company and 12 healthcare providers visit five isolated communities in Prince William Sound off the coast of Alaska.

Entergy Corporation - Entergy's Pre-K Program: In Arkansas, Louisiana, Mississippi and Texas, where 20-30% of people live below the poverty line, Entergy has, over the past decade, become a major fundraising player and advocate for state-funded pre-K education.

First Choice Power - Food First: First Choice partnered with the East Texas, West Texas and Rio Grande Valley food banks to design and procure biodegradable bags for the banks to use in distributing nutritious meals for children.

Oracle Corporation - Oracle Education Initiatives: In fiscal year 2010, Oracle's Education Initiatives supported more than 1.5 million people in 95 countries with in-kind grants valued at more than \$2.3 billion.

Turkish Catastrophe Insurance Pool - Trailing Earthquake Faults for Public Awareness: TCIP sought to raise public awareness of earthquake preparedness by giving seminars in cities and towns on the North and West Anatolian fault lines.

Siemens Foundation/Discovery Education Siemens We Can Change the World Challenge

Now in its third year, the Siemens We Can Change the World Challenge partnership encourages students to become agents of change by giving them the tools to develop solutions to environmental problems. The Siemens Foundation, Discovery Education and the National Science Teachers Association designed a program that leveraged high-quality online digital content to engage students in sustainability issues.

For the second year of the Challenge, three grade bands (K-2, 3-5 and 6-8) were offered a wide range of virtual labs, e-books, lesson plans, videos and quizzes. Participants were asked to choose and research a particular environmental issue and create a replicable green solution using Discovery Education's Web-based curriculum tools. A panel of environmental experts and science educators selected the top projects, which were announced via national press release and customized announcements for local markets.



Leading up to the announcement of the winning projects, national and local press releases for all Challenge milestones, along with outreach to environmental and scientific media outlets and bloggers, helped boost teacher and student participation by 14%. More than 13,000 students competed in the 2009-2010 Challenge across elementary and middle school levels. —Steve Goldstein

CORPORATE/COMMUNITY PARTNERSHIP

International Paper Coins 4 Kids



Coins 4 Kids, an eight-year-old partnership between International Paper and the World Food Programme, is based on a clear concept and goal: to create a lasting and sustainable employee engagement program focused on ending starvation for some of the most vulnerable people in the world. Since its launch, the program has combined employee, corporate and community gifts to provide more than 72,000 children in Nairobi nutritious meals each school day.

The partnership with WFP has become inextricably woven into International Paper's self-image and employees' engagement with the corporate brand. At the heart of the execution of the campaign is the Coins 4 Kids carton bank—designed and produced by International Paper—which is widely seen on employees' desks across the company. As of 2010, more than 60,000 IP employees have been exposed to the program, and in an employee survey conducted last year, more than 96% of employees said they were familiar or very familiar with the Coins 4 Kids program. Their identification with the program is plainly seen in the \$150,000-\$250,000 in donations made yearly since 2004. —SG

HonorableMentions

Oracle Corporation - Oracle's Commitment to National Geographic's Mission Blue: Oracle has donated \$1 million to fund workshops for teachers and marine professionals and develop curricula for students.

Scripps Networks Interactive Partners with National Urban League: Scripps was the lead sponsor at the National Urban League's Centennial Conference in Washington, D.C.

Toys"R"Us Inc./UNICEF - Toys "R" Us Brings Trick-or-Treat for UNICEF to Consumers, Building on the Notion of Kids Helping Kids in Partnership with the U.S. Fund for UNICEF: For its first partnership with UNICEF in 2010, Toys"R"Us created nearly 5 million iconic orange Trick-or-Treat for UNICEF collection boxes.

Viacom - The Get Schooled National Challenge and Tour: More than 10,000 students attended Youth Summits staged on a 10-city national tour that visited underserved high schools and featured top entertainment and sports stars like Shaquille O'Neal, Ludacris and Big Boi.

Weber Shandwick Dallas - First on the Scene: American, American Eagle Airlines Provide Relief to Haiti: Weber Shandwick partnered with American in a program that flew 30 relief missions to Port-au-Prince, transporting more than 40,000 pounds of aid.

CSR EXECUTIVE OF THE YEAR**Tom Buckmaster, President, Honeywell Hometown Solutions, Honeywell International**

Under Tom Buckmaster's watch, Honeywell Hometown Solutions has become a leader among agencies nationwide in the CSR space. Buckmaster focuses Honeywell's community outreach and philanthropic efforts on promoting family safety and security, improving science and math education and making living conditions better for low-income families. Currently involved in 10 different CSR campaigns across the country, Honeywell and Buckmaster use media relations to showcase rebuilding projects (through 1,250 unique placements and more than 450 million global impressions in 2010), high-impact events and learning programs to ensure that the global company is positioned as caring and socially conscious.

—Bill Miltenberg

HonorableMentions

Stuart Kirby, *Regional Head of Brand & Corporate Communications, Diageo PLC*: Stuart Kirby's campaigns range from "Learning for Life" with Sting in Colombia to disaster relief in Haiti.

Tracy Pleschourt, *Director of Office Services, Carmichael Lynch Spong*: Highlights of Pleschourt's green program include a wind-powered HQ, a "Green Team," commuter incentives and more.

CSR EXECUTIVE OF THE YEAR: MARKETER**Leslie Brunt, Program Director, The Pizza Hut BOOK IT! Program****HonorableMention**

Jack McFadden, *Communications Director, Deloitte*: Jack McFadden is the creative force behind Deloitte's CR team. In 2010 he conceived, wrote messaging and directed Deloitte's "Greening the Next Generation" toolkit used to show young people how they can have a positive impact on the environment.

In 2001, Leslie Brunt took over day-to-day operations for Pizza Hut's BOOK IT! National Reading Incentive Program, but in the last two years she's brought the program to more schools than ever before: the six-month reading program was used in 1.4 million classrooms in 80,000 schools, reaching an estimated 35 million students. Most importantly, she raised the profile of the program by forging a partnership with actor and children's author John Lithgow. In 2010, Lithgow read his book *Carnival of the Animals* in a webcast that challenged readers to beat the number of views of the previous year's reading of a Lithgow book, and thus guarantee that BOOK IT! and Pizza Hut would donate funds for 50,000 meals to Haiti Relief. Also in 2010,



Brunt led Pizza Hut's efforts in the annual World Hunger Relief fundraiser, using new packaging, social media outreach, print and MTV integration to raise \$1.9 in funds to provide 7.6 million meals to the hungry—the most raised by any of parent company's YUM! Brand groups. —SG

CSR EXECUTIVE OF THE YEAR: COMMUNITY RELATIONS**Renee Connolly, VP, US Communications, EMD Serono**

Renee Connolly spearheaded a company policy providing EMD Serono employees with two days each year to get involved in community service. In 2010 EMD Serono and Pfizer assembled a team of 250 riders to take part in the Cape Cod Getaway, a two-day, 150-mile bike ride benefiting the National Multiple Sclerosis Society. The effort raised more than \$185,000 for the cause. Other volunteer efforts include a job shadow program with local high school students, work with the Boys & Girls Clubs of America, building projects with the Franklin Park Zoo and

New England Wildlife Center and delivering flowers to cancer patients.

Under Connolly's leadership, EMD Serono employees more than doubled their volunteer hours.

—RD

HonorableMention

Bill Bullard, *Director of Corporate Relations for Latin America & The Caribbean, Diageo*: Bill Bullard's passion is the "Learning for Life" initiative, which provides the less fortunate with education and training in tourism, the arts, hospitality, entrepreneurship, retail and teaching.

CSR Best Practice: "Engage employees in a variety of ways—financial contributions, time, in-kind goods and pro bono services to maximize participation," says Connolly. "We have seen the benefits throughout the company and in our employees' personal lives."

OVERALL CSR LEADER: UP TO 10,000 EMPLOYEES

Diageo

In fiscal year 2010, premium drinks business Diageo invested \$40 million in community activities. The company is well-aware of its role and responsibilities worldwide and has taken special interest in developing for the Latin American and Caribbean regions five main pillars of corporate citizenship: responsible drinking; education; cause-related marketing; sustained environment; and humanitarian relief.

The responsible drinking pillar is of special importance—commitment to promoting it is key to forging strong bonds with communities and business partners externally, and building pride internally. Of note is the Johnnie Walker Formula One sponsorship of Vodafone McLaren Mercedes, which encompasses a pan-regional designated-driver-focused integrated campaign. The Johnnie Walker campaign promotes the acceptance of designated drivers using all available communications routes: advertising, consumer promotion, civic endorsement, public relations and viral marketing disciplines.

The Diageo Foundation was also a rapid responder to the earthquake in Haiti, donating \$120,000 to disaster relief. Even more impressive: Diageo employees alone donated \$52,000. —SG

HonorableMentions

AICPA: In 2010, N.C.-based American Institute of Certified Public Accountants directed the donations of tens of thousands of dollars to Durham’s Partnership for Children among many other organizations.

Amerigroup: Amerigroup has created a formalized volunteer initiative in which associates are encouraged to indicate areas of interest and to track their volunteer hours.

Carmichael Lynch Spong: CLS sends employees every other month to a local homeless shelter, where they prepare and serve a meal during lunch hour.

VHA, Inc.: Tapping into the power of its long-existing networks, VHA employees donated 3,640 hours as part of a formal volunteer program.

OVERALL CSR LEADER: 10,000 TO 25,000 EMPLOYEES

HonorableMention

Henry Schein, Inc.: The medical supplies distributor’s Henry Schein Cares initiative works with nonprofit institutions and other like-minded organizations to make wellness, prevention and treatment in dental, medical and animal health care available to underserved communities around the world.

Viacom

Reaching the public around the world through 170 television channels and 400 online properties in 160 countries and territories, Viacom’s global CSR platform included 40 initiatives in 2010, supporting social action in four focus areas: education, environmental awareness, health and wellness, and citizenship. With the end goal of staying relevant to its youth audience and staying ahead of its competitors, Viacom aims to be at the forefront of global culture, which means constantly researching the hottest trends in movies, music and entertainment. Then, the company ties those trends to relevant and compelling social responsibility programs. For example, MTV’s “They Have Issues” study found that its audience was ready to be more involved in citizenship and charitable efforts. Thus, campaigns around Sudan and Darfur were developed with strong

social media components. In addition, public affairs and executive leadership within Viacom’s Corporate Responsibility Council works to educate and involve employees in citizenship efforts. Developing connections with its 600 million-strong audience through BET Networks, MTV Networks and Paramount Pictures—and determining what that audience cares about—is critical to Viacom’s CSR success.

—Catherine Wolinski

OVERALL CSR LEADER: MORE THAN 25,000 EMPLOYEES

Novartis



Each year 11 million children from around the globe under the age of 5 die from preventable diseases. Pharmaceutical company Novartis strives to lower that number through access-to-medicine programs. Weaving these efforts into a comprehensive CSR package is a top priority at Novartis. Its access-to-medicine programs have been valued at \$1.5 billion and reach 80 million patients—clearly impressive numbers to communicate to stakeholders. Key to the company’s strategy is partnerships, with groups like the World Health Organization and numerous other NGOs; the governments of countries such as Tanzania and Singapore; and corporations such as IBM and Vodaphone. Novartis’ efforts in beating malaria, tuberculosis and leprosy have been touted in top-tier pubs like *The Wall Street Journal*, *Financial Times* and *Bloomberg Businessweek*. —SVC

HonorableMentions

Honeywell: CSR efforts focus on issues that resonate with communities, including science and math education; family safety and security; housing and shelter; and conservation.

Oracle: The tech company’s citizenship efforts are trumpeted by an external Web site, an employee portal and extensive media outreach around its programs in education, volunteerism and the environment.

Yum! Brands: The restaurant company’s quest to eliminate global hunger is backed by key partners and spokespersons like Muhammad Ali and Christina Aguilera.

Coins 4 Kids



This is the change.



That fills the cup.



That changes lives.

Coins 4 Kids is a school feeding program that provides meals to more than 70,000 children each school day in the slums surrounding Nairobi, Kenya.

With Coins 4 Kids, you can make a difference. All it takes is 25 cents to feed a child for one day and just \$50 feeds a child for one year.

Fill A Cup. Feed A Mind.

coins4kids.com

CSR ON A SHOESTRING

Fleishman-Hillard/The Allstate Foundation #Tweet4YWCA Campaign

HonorableMentions

Toys“R”Us, Inc. - *Parents Become Advocates for Children’s Safety through the Product Safety Vigilance Program:* Toys“R”Us distributed an “Eight Steps to Keep Kids Safe” checklist via social media and direct mail to 5.8 million homes.
Sodexo, Inc. - *PB&J for a Day:* Sodexo Asks Customers to Eat Plant-Based Meal to Boost Environmental Benefits on Earth Day 2010: Social media shows college students the way to healthy eating.

Partnering with YWCA, the oldest and largest women’s organization in the U.S., The Allstate Foundation launched #Tweet4YWCA, a social media campaign to help domestic abuse survivors achieve financial stability. As part of the campaign, The Allstate Foundation pledged to donate \$1 to YWCA (up to \$75,000) for every tweet that used the hashtag #Tweet4YWCA. Fleishman-Hillard created an online campaign utilizing a preexisting channel it built for educating online consumers about domestic violence—ClickToEmpower.org. Tracking the tweets of all those using the hashtag, a leaderboard encouraged competition by ranking the top 15 active tweeters. ClickToEmpower.org became a key online resource for survivors and their economic empowerment. Creative incremental ideas included Empower Hour, in which TAF donated \$5 per every tweet, and \$2 Tuesday, with \$2 donations as opposed to \$1 per tweet. Each caused a sharp spike in site visits and participation. Despite limited resources, the campaign raised \$75,000 within nine days. —BM



DIVERSITY COMMUNICATIONS

Southwest Airlines

Join the Conversation: Southwest Airlines’ First Diversity Summit



With the end goal of improving the workplace for its diverse group of employees, Southwest Airlines created the first North Texas Diversity Summit, which would bring North Texas companies with considerable diversity experience together to share their expertise. Southwest invited HR and diversity and inclusion pros from hundreds of companies across the region, and organizations like JCPenney, AT&T, American Airlines, DART and Texas Instruments responded. In all, reps from about 100 companies participated in the Oct. 7, 2010, event held at Southwest’s headquarters, sharing strategies and tactics on topics that included affinity groups, recruitment, mentorship programs and talent development. Feedback was positive, with 90% of participants requesting to repeat the event this year. —SVC

HonorableMentions

Kaiser Permanente - *Supplier Diversity Communications at Kaiser Permanente:* New supplier portal allows businesses to easily validate diverse ownership.
Peel District School Board - *Micro-Web Sites in 40 Languages:* One of Canada’s largest school systems creates a communications outlet for non-English speaking families.

EMPLOYEE RELATIONS

EMD Serono, Inc. Making a Difference in Society



To make community-based volunteerism accessible to all employees and to integrate community relations into the corporate culture, the communications team at EMD Serono launched the Making a Difference in Society campaign. By offering community service opportunities on company time and providing a wide range of opportunities for employees get involved, EMD Serono saw more than a 60% engagement rate in company activities. A variety of initiatives and emergency response drives enabled employees to provide assistance

to those in need, including a team-building event packaging relief baskets destined for Haiti and Chile. Employee involvement was further encouraged by engaging entire departments in activities with philanthropic twists, including bike-building events for children at the local Boys & Girls Club, cooking for cancer patients and their families at the Hope Lodge in Boston, and cleaning beaches as part of the Massachusetts clean-up effort Coastsweep. —BM

HonorableMentions

Coca-Cola HBC Croatia - *Bike to Work:* Coca-Cola Croatia provided bikes and biking tips to employees in an energy-conscious team-building program.
Deloitte - *Greening the Dot:* In a sweeping sustainability initiative, 29,000 employees took the “How Green is Your Footprint?” survey.
Ernst & Young - *Volunteer Wall of Fame:* A Wall of Fame shines a spotlight on the commitment of 16 E&Y team members.

EMPLOYEE VOLUNTEER PROGRAM

HonorableMentions

Carmichael Lynch Spong - *Hitting It Out of the Park with CL RBI*: CLS donated \$5 and an hour of service for each Minnesota Twins RBI.
Charles Schwab & Co - *Schwab Volunteers: Giving Back with Purpose*: Two thousand Schwab employees help build homes, beautify schools and volunteer at homeless shelters.
Ernst & Young - *Volunteer Wall of Fame*: Wall of Fame recognizes inspiring E & Y volunteers—both virtually and physically.
PwC/Edelman - *Creating a Culture of Service*: Employees volunteered 127,000 hours for programs like Feeding America, which provides school breakfasts.
Viacom - *Leader in Employee Volunteerism*: On "Viacommunity" Day in 2010, employees volunteered with kids-based programs including Free Arts NYC, and a clothing and sneaker drive for orphanages in Haiti.

Discovery Communications Discover Your Impact Day

To celebrate its 25th anniversary, Discovery Communications launched its first "Discover Your Impact Day"—a day of global employee volunteerism. Via e-mails and an Intranet, a planning committee worked to mobilize employees to help give back to the planet on a global scale. Over 3,000 employees in more than 50 worldwide offices participated in 140 unique volunteer projects ranging from painting murals at schools to planting a mangrove forest. Essential personnel who could not leave the building were given in-house projects including creating greeting cards for the NIH Children's Inn or creating kits for hurricane relief or for the homeless. The program was such a success that it will now be an annual event. —RD



ENVIRONMENTAL STEWARDSHIP

The Walt Disney Company Disney's Friends for Change: Project Green



With the goal of empowering kids with the skills, tools and knowledge to make simple changes to help the environment, The Walt Disney Company's Corporate Citizenship team created Friends For Change: Project Green. Miley Cyrus, the Jonas Brothers and Selena Gomez appeared on-air to invite kids to register online and pledge specific actions such as turning off the lights and switching to reusable water bottles. The program has engaged over 2 million kids who could cut 70,000 tons of carbon emissions annually. —BM

Campaign Lesson Learned: "Small steps can add up to make big differences," says Jennifer Sloan, director of citizenship and engagement for The Walt Disney Company. "We currently have over 3 million actions taking place and have funded projects in over 21 countries."

HonorableMentions

Walmart Announces Goal to Eliminate Greenhouse Gas Emissions from Global Supply Chain with Treehugger.com: A webcast, internal comms and media push propel partnership with green news outlet.
USANA Health Services - USANA Green: Employee-led waste-cutting effort saved 1.6 tons of paper-based materials.
Cone, Inc. - *Timberland's "Don't Tell Us it Can't Be Done"*: Social media helps increase brand presence around climate change.

HonorableMentions

Hormel Foods and Buston-Marsteller - *Leveraging a Progressive New Plant*: Multi-tiered campaign positions Hormel as a sustainability pioneer.
Loyola University Chicago - *Loyola Creates Sustainable Campus and Community*: Internal communication channels help promote a recycling program and a student-led Borrow-A-Bike program.
Sodexo, Inc. - *Stop Wasting Food: Sodexo Asks Students to Cut Food Waste to Curb Climate Change*: Social media platform compels college students to cut waste by 29% across eight campuses.
The Walt Disney Company - *Disney Friends For Change: Project Green*: Disney stars and First Lady Michelle Obama inspire kids to think green.

GREEN PR CAMPAIGN

Lockheed Martin Corporation
Go Green Employee Engagement

Spanning corporate headquarters to war zones abroad, Lockheed Martin energized its employees with the highly successful Go Green campaign. Recognizing that energy security is the key to Lockheed Martin's global security mission, the company set goals to reduce environmental impact in water usage, landfill waste and energy usage. The Go Green engagement campaign generated overwhelming participation from employees (130,000 workers participating), and featured 150 Green Zones, including one in Kandahar, Afghanistan (team leader pictured in photo). Go Green initiatives secured coverage in several local and national news outlets, including a major live segment on CNN International. —BM



EVENT: CSR/GREEN FOCUS OR CORPORATE/COMMUNITY PARTNERSHIP

HonorableMentions

Siemens Foundation/Discovery Education - *Siemens We Can Change the World Challenge*: Students use science and math to help solve school or community environmental problem.

Edelman - *Brita FilterForGood Helps Jack Johnson Tour Reduce Plastic Bottle Water Waste*: During Jack Johnson's 2010 North American tour, Brita provided Hydration Stations to concert-goers, the band and crew.

Hafslund and PR-operatorene - *Hafslund's Children's Climate Festival*: Kids create energy-saving solutions for their schools, with the winners showcased at festival that drew 35,000 people.

PwC/Edelman - *PwC's Presence at the National Conference on Volunteering & Service*: PwC guided a program that furthers education and develops future leaders.

MassMutual Financial Group - *MassMutual Completes Solar Installation*: 100 media outlets cover new solar panels, increasing sustainability awareness of MassMutual.

Peel District School Board - *Leadership Now!*: Leadership conference draws 7,000 students to educate, motivate and inspire them to take action on global issues.

CA Technologies Earth Day 2010

CA Technologies' third annual Earth Day 2010 volunteer program was a company-wide initiative in which employees participated in community volunteer activities in cities across the United States as well as in Australia, Canada and India. Volunteers and team captains helped identify local nonprofits and coordinate each of the 15 projects and locations.

With a PR goal of increasing local media coverage around the activities, extensive research on environmental, philanthropy and tech coverage was done for each location. Media alerts were designed to read like hard news—covering tough environmental issues being addressed by CA Technologies volunteers. While the media coverage was a challenge geographically, it paid off, with 23 print media hits, four TV segments and one radio mention across 12 markets.

Nearly 200 CA Technologies employees took part in the initiative, which helped gain the company a ranking by *Newsweek* as one of the top 50 greenest companies in 2010. —RD

CSR Event Campaign Tip: "When conducting a simultaneous event in various locations, you must be prepared to deal with a high volume of requests from reporters and be able to meet the deadlines quickly, regardless of time zones," says Kelley Schultz, director of PR, North America, at CA Technologies.



MEDIA RELATIONS

Cone, Inc. - Timberland "Don't Tell Us It Can't Be Done" Campaign



To encourage business, government and consumer action around the issue of global warming around the Copenhagen climate conference in December 2009, Cone and Timberland executed a comprehensive outreach campaign and petition to young climate change influencers and environmental media, including the Huffington Post's Olivia Zaleski. Coverage was decidedly top-tier, including 43 placements in U.S. and U.K. business and environmental publications, including *Bloomberg Businessweek*, *Newsweek*, *The Sunday Times*, *The New York Times* and *Fast Company*. The effort increased brand visibility, with Timberland being voted as one of the "Top 5 Greenest Companies" by *EnvironmentalGraffiti.com*. —SVC

Adding a Live Element: "It would have been great to offer consumers who participated in the petition live Twitter or Skype chat sessions with key influencers in the climate change debate, providing a real opportunity for their voices to be heard and another media hook," says Erin Zwaska, account executive at Cone.

HonorableMentions

Coyne Public Relations - *Give a Day Get a Disney Day*: Media push with Disney stars drives volunteerism.

Euro RSCG Worldwide PR - *Yele Haiti*: Wyclef Jean stokes awareness of Haiti earthquake.

Hafslund and PR-operatorene - *Hafslund's Children's Climate Festival*: Kids come up with energy-saving ideas that were displayed in front of 35,000 festival-goers.

PepsiCo - *The Pepsi Refresh Project: Driving Awareness and Engagement Through Media*: *Wall Street Journal* exclusive jump-starts citizenship idea initiative.

Mass Mutual Financial Group - *Mass Mutual Completes Solar Installation*: 100 media outlets cover MassMutual's green commitment via new solar panels.

Weber Shandwick Dallas - *Mickelson ExxonMobil Teachers Academy*: Phil Mickelson's media tour scores with top-tier outlets in raising interest in math and science education.

HUMAN RIGHTS COMMUNICATIONS

Honeywell International, Inc. Honeywell Hometown Solutions - Rebuilding and Strengthening Educational Institutions and Communities in Haiti

After providing millions of dollars in critical relief supplies to victims just days after the Jan. 12, 2010 earthquake in Haiti, Honeywell Hometown Solutions broke ground on a rebuilding project for the Ecole Nationale Jacob Martin Henriquez public school in Jacmel, Haiti, on Aug. 10, 2010. Working with Weber Shandwick, Honeywell reached out to U.S. and global media outlets to announce the ground-breaking. By developing a multi-media release which included video, photos and media materials, as well as coordinating with Jacmel's mayor to ensure regional media and photographers attend the event, the ground-breaking received coverage in several online outlets, press release postings, social media conversations and articles in print. —BM



HonorableMention

Euro RSCG Worldwide PR - One Young World: Created to give young people a voice on world issues, One Young World was driven by social media along with celebrities and world leaders. Its inaugural event in February 2010 received global attention.

NONPROFIT/CORPORATE PARTNERSHIP

HonorableMentions

AstraZeneca Turkey - First Step to First Aid: Project provides first aid training to grade school students in underprivileged communities in Turkey.

Siemens Foundation/Discovery Education - Siemens We Can Change the World Challenge: Over 13,000 students offered green solutions for their schools and communities.

The USA Science & Engineering Festival and Lockheed Martin: Inspiring the Next Generation of Innovators: D.C. expo offers 1,500 free, hands-on science activities for kids.

Southwest Airlines Company - Medical Transportation Grant Program: Southwest donated \$1.2 million in complimentary travel for patients and family members.

Weber Shandwick Dallas - Mickelson ExxonMobil Teachers Academy: Golfer Phil Mickelson tees up awareness for science and math education.

Bridgestone & Meals on Wheels
Together, Let's Drive Away Senior Hunger

Bridgestone joined with the Meals on Wheels Association of America to help raise awareness of the fact that 6 million seniors face hunger on a daily basis. Bridgestone team members delivered meals at locations including St. Vincent's Meals on Wheels program in Los Angeles—the largest MOWAA program in the country, which delivers meals to 2,600 clients per day. Racing legend Mario Andretti (at left in the photo) lent his support by delivering meals to seniors in Illinois. To help raise funds for MOWAA, Bridgestone donated \$1 every time a customer purchased a special service package. Nearly 100,000 customers took part in this promotion, which ran from July 1 to Aug. 31, 2010. —RD



PHILANTHROPY COMMUNICATIONS

RF Binder Banking on Neighborhoods One at a Time: Bank of America's Neighborhood Excellence Initiative



RF Binder was able to increase total media coverage by 27% and feature stories by 29% compared to 2008. The campaign generated 35.5 million impressions, including coverage in the *Miami Herald* and *The Washington Post*. —RD

Since its inception, Bank of America's Neighborhood Excellence Initiative has worked to strengthen the financial stability of hundreds of local nonprofit organizations. In 2009, BofA engaged RF Binder to raise awareness of the program and its commitment to CSR. By recognizing local heroes, engaging the media and highlighting the program's community service,

HonorableMentions

Alyeska Pipeline - Prince William Sound Traveling Health & Safety Fair: Fair brings medical and dental care to remote villages; nearly 2,000 residents took part in 2010.

Blue Cross Blue Shield Delaware - Blueprints for the Community Brochure: Reputation-building collateral highlights BCBSD programs and volunteer work.

Euro RSCG Worldwide PR - One Young World: 2010 Global issues summit for young people generated one blog post per minute.

Euro RSCG Worldwide PR - Yele Haiti: Six months after the earthquake, Euro RSCG and Wyclef Jean kept relief awareness high.

SOCIAL MEDIA CAMPAIGN

PepsiCo Pepsi Refresh Project: Driving Awareness and Engagement Through Media (Co-Winner)

PepsiCo came up with a refreshing idea for its 2010 CSR efforts: to dedicate \$20 million to fund good ideas—big and small—that take a community in a positive direction. The Pepsi Refresh Project would award up to \$1.3 million in grant money to ideas that the public selected by online vote. To really add fizz to the project and generate ideas, votes and—not least—media coverage and the requisite goodwill, PepsiCo teamed with Edelman and Weber Shandwick to drive social conversation and voting around the 2010 launch.



Social media helped drive these Pepsi Refresh volunteers to a community spruce-up in Santa Ana, Calif.

On the first day of voting, Kevin Bacon and Demi Moore participated in a live “Great Ideas Brainstorm” session on Facebook. Pepsi Refresh Project “Ambassadors” also hosted chats on Pepsi’s Facebook page, and key voices were engaged in the digital space and were provided with regular updates on program milestones. At SXSW in Austin, Pepsi hosted a spot grant challenge between three digital influencers, with voting driven with idea-specific hashtags.

Social media was part of a larger communications mix (among the tactics was the decision by Pepsi not to advertise during the Super Bowl—which brought its own level of attention), but it helped inspired more than 4.5 million Americans to vote on PRP ideas and resulted in more than 1.2 million online comments about the program. More than 10,000 projects received votes in 2010—proving there’s no shortage of good ideas. —SG

Yahoo! You In (Co-Winner)

Yahoo!’s “You In?” campaign had a simple objective: to challenge Yahoo!’s 600 million worldwide users to perform random acts of kindness during the holiday season, and encourage others to do the same. Yahoo! called upon its users to share news about their good deeds by updating their Yahoo! status with a brief description of their act of kindness along with the words “You In?” on all of Yahoo!’s social networks, including Yahoo! Mail, Profiles and Mobile.

This was a case of a company being perfectly suited to rolling out a viral CSR campaign. During the 2009 holiday season there were more than 320,000 status updates from over 18 countries, and a 30% increase in engagement with the status update feature in Yahoo! Mail. The campaign also drove 1 million brand impressions for nonprofits Network for Good, Global Giving and DonorsChoose. —SG



Campaign Lesson Learned: “When companies leverage their employees’ passions and empower them with opportunities to make a difference, they will make amazing things happen,” says Connie Chan, manager of Yahoo! For Good.

Honorable Mentions

Fleishman-Hillard/The Allstate Foundation – #Tweet4YWCA Campaign: Seeking to help victims of domestic violence pursue long-term financial security, The Allstate Foundation and Fleishman-Hillard developed a Twitter-based campaign in which TAF pledged to donate \$1 to YWCA (up to \$75,000) for every tweet that used the hashtag #Tweet4YWCA. Despite limited resources, the campaign raised \$75,000 in nine days.

Fleishman-Hillard/ConAgra Foods Foundation – Champions Against Child Hunger: ConAgra Foods and Fleishman-Hillard partnered with Share Our Strength to develop the “Champions Against Child Hunger” program, which asked people to nominate those who have contributed in the fight to end child hunger. For each submission, ConAgra would donate \$10, with a \$20,000 limit. Continued outreach to the more than 10,000 ConAgra Foods Foundation Facebook fans helped ConAgra reach its goal.

Lehigh Valley Health Network – Cell Limit 0: Lehigh Valley Network incorporated social media into its initiative to raise awareness of the dangers of using a mobile phone while driving. Among the tactics: a custom “Cell Limit 0” tab on its Facebook page; encouraging Facebook fans to post messages about distracted drivers; and tweeting

safety tips about the dangers of distracted drivers. In a campaign like this, one new Facebook fan makes the effort worthwhile—and may save a life.

Sodexo, Inc. – Sodexo Foundation STOP: Hunger Scholarship Program Outreach: The Sodexo Foundation motivated more than 91,000 students to submit applications to the 2010 STOP Hunger Scholarship program, which recognizes students who have demonstrated commitment to ending hunger in America. This represented a 78% year-over-year increase in applications—partly attributable to a paid ad campaign on Facebook.

Toys“R”Us, Inc. – Toys“R”Us Invites Customers to “Join Shaq Give Back” to the Marine Toys for Tots Foundation: For the 2009 holiday season, the official Toys“R”Us Facebook fan page was given a Shaq-A-Claus-themed redesign that featured videos of Shaquille O’Neal discussing why he gives back to children in need. Combined with Shaq’s Toys for Tots Twitter page, it helped Toys“R”Us collect 200,000 toys for underprivileged kids between Oct. 22 and Dec. 6, 2009.

WORKPLACE INNOVATION**HonorableMentions**

Euro RSCG Worldwide PR - *One Young World*: Agency drives a global issues summit for young people, to international acclaim.

The Hershey Company - *Hershey's Growing Green Together Campaign*: More than 4,000 employee pledges result in \$20,000 in donations to green organizations.

International Paper - *Coins 4 Kids*: Over the last six years, IP's employee partnership with World Food Programme has provided 72,000 kids in Nairobi with nutritious school meals.

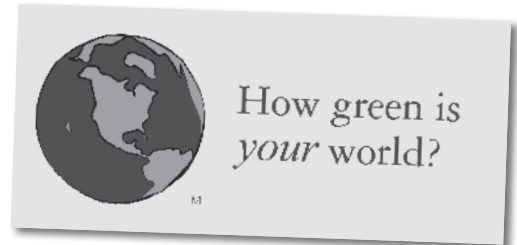
Yahoo! - Yahoo! Employee Foundation: Worker-run program provided grants to variety of charities to the tune of \$2.2 million in 2010.

Deloitte Greening the Next Generation

Starting in 2008, Deloitte's "Greening the Dot" campaign brought sustainability concepts first to the office and then to employees' homes. In 2010 the professional services company decided to make a leap to the next generation of green advocates—via employees' children and their friends.

With the mantra of "make it fun" (while being sure to treat young people with respect), Deloitte kicked off the initiative on Earth Day in April 2010 with a teleconference featuring Deloitte employees' kids ranging from New York City and Europe to India. Then, the Next Generation Web site was launched in October, featuring an interactive survey, green tips and a toolkit with 23 green projects. —SVC

"Greening" Messages and Young People: *"Whenever you reach out to young people, make sure to respect their privacy, and include the adults in their life," says Jack McFadden, communications director, Deloitte.*

**SUSTAINABILITY/CSR REPORT****The Hershey Company** CSR Report 2009

Emphasising its performance on key economic, social and environmental issues that comprise its CSR program, Hershey's report features ample images and graphic elements that not only illuminate its citizenship effort, but its iconic products as well. The 2009 CSR Report also marked the first time the company applied Global Reporting Initiative guidelines. GRI transparency was a top priority, with an index that called out indicators that were fully, partially or not addressed. The Hershey's report was built upon a CSR framework that includes environment, community, marketplace and workplace. Particularly compelling are sections on the challenges of sourcing cocoa in West Africa, South America and Asia, and quotes from employees about their community efforts. The report is also condensed into brochure form and provided to Hershey shareholders. —SVC

HonorableMentions

American Airlines - *Corporate Responsibility Report*: "Triple play" citizenship report covers economic, ecological and CSR topics.

ArcelorMittal - *Our Progress Towards Safe Sustainable Steel*: Dramatic images of construction projects utilizing AM's sustainable steel increases impact.

Medtronic - *2010 Corporate Citizenship Report*: Online-only publication is translated into six languages.

Waggener Edstrom Worldwide, Inc. - *Sustainability CSR Report*: 2009 report focused on people, communities, the environment and client services.

VIDEO PROGRAM**HonorableMention**

Benevity Social Ventures, Inc. - *Goodness 3.0*: The Goodness 3.0 video, which encourages corporate philanthropy while touting Benevity's services, was posted on YouTube and promoted via e-mail campaigns to prospective clients. The result: both national and international attention.

The Walt Disney Company Disney's Magic of Healthy Living

Conducting both qualitative and quantitative research on the subject of healthy living, The Walt Disney Company found ways to motivate stakeholders to support healthy lifestyles for kids and families. By using focus groups, interviews and attitudinal and behavioral studies, Disney developed the Magic of Healthy Living program, which aims to help create a healthier generation of kids. Components of the program included eight public service announcements featuring First Lady Michelle Obama (pictured at right) and stars from Disney TV shows; two healthy lifestyle Web sites (Disney.com/healthymagic and family.com/healthy magic); a national essay contest for kids; and a strategic \$1 million donation to KaBOOM!, a nonprofit organization that builds



playgrounds and gardens in under-served communities across the U.S. The project received local, regional and national attention in outlets such as *People*, *The Washington Post*, *The New York Post*, *The New York Times* and *Politico*. The company also reached its target audience through social media, the Disney Channel, Radio Disney and Disney Online. —CW

STAKEHOLDER ENGAGEMENT

Carmichael Lynch Spong Hitting It Out of the Park With CLRBI

HonorableMentions

- Alyeska Pipeline** - *Prince William Sound Traveling Health & Safety Fair*: Of the Sound's 6,900 residents, 1,844 participated in a total of 118 health and well-being activities Alyeska brought to five isolated communities.
- Astro All Asia Networks Plc** - *Kampus Astro Program*: Satellite provider Astro invested \$9.7 million in the Kampus Astro program to bring world-class quality education to more than 5 million primary and secondary students across Malaysia.
- Canada Lands Company** - *Balanced Scorecard Renewal*: Canada Lands Company updated its "balanced scorecard" key indicator measurement tool to make certain that sustainability initiatives would be more transparent in results and were in line with reporting best practices.
- DABO & CO** - *Visa: The Launch of Financial Literacy*: DABO & CO, on behalf of Visa, took a financial literacy program that had been initiated in the U.S. and successfully adapted it for the Cooperation Council for the Arab States of the Gulf (GCC).
- OMV Petrom S.A.** - *Building a Community Resource Centre - CERC Schela Story*: Romania-based oil company OMV Petrom S.A. established in the community of Schela its first Romanian Community Resource Centre (CIRC), designed to improve the quality of life of local residents.

Carmichael Lynch Spong wasn't looking for a baseball tie-in when it moved into its new LEED-qualified, 100% wind-sourced home in the Warehouse District of Minneapolis. But when the agency learned that the Minnesota Twins would be building a new ballpark across the street, the opportunity was just too good to pass up.



To increase its visibility externally as a CSR leader and establish itself as green to the core for internal stakeholders, the agency created its CLRBI program, which tracked total RBIs for the Twins during the 2010 season, with the goal of donating \$5 and one hour of community service for each run batted in. Ultimately, Carmichael Lynch Spong employees completed 801 volunteer hours, exceeding the Twins' RBI output of 749, and more than \$3,700 was contributed to the Twins' Community Fund. —SG

ANNUAL REPORT CONTINUED

Southwest communications team researched the standard comprehensively and made sure it disclosed everything necessary to provide validation of its sustainability efforts. While a four-page printed preview was sent to shareholders, the finished 47-page report was published only online in the Southwest Cares section of the Southwest Web site.

The results? An outside consultant verified that Southwest One provided a balanced view of the company's sustainability efforts while adhering to GRI guidelines. In addition, the Harvard School of Business chose Southwest Airlines for its first-ever case study on an integrated report. —Scott Van Camp

HonorableMentions

- The Lifetime Healthcare Companies** - *"What We Heard, What We Did"*: A three-part format took advantage of timely, on-demand printing, meaning less waste and lower production costs.
- United States Postal Service** - *2009 Sustainability Report*: Operationally focused report featured narratives on each USPS functional area—calling out new programs and more sustainable ways of doing business.

BLOG CONTINUED

HonorableMentions

- USANA Health Sciences** - *What's Up, USANA?*: Newsworthy and often exclusive content led to 185,000 page views in the first nine months of 2010.
- Tiller LLC** - *Rob Densen's Huffington Post Blog: CSR Matters*: Quality postings featuring original content ably communicated Tiller's CSR expertise.

efforts. Posts were also promoted through several Twitter handles and through KP's Facebook Fan page.

The results were stellar: Eleven different caregivers made 28 total posts, among them surgeons, pediatricians, a psychologist and a registered nurse; 208 blog comments were generated; the blog received 37,000 page views in the first 12 days of launch; mentions in more than 20 national, regional and local pubs and blogs; and 5,000 views of the coverage on KP's corporate news Web site. Importantly, Dispatches From Haiti showcased Kaiser Permanente's strength as a concerned corporate citizen. —SVC

Campaign Reflection: "I would have thought a little more out-of-the-box and perhaps armed our traveling caregivers with inexpensive digital video technology so they could capture and send back some short video clips," says Vince Golla, digital media and syndication director at Kaiser Permanente. "Not at all a regret, as Dispatches From Haiti has succeeded beyond our wildest expectations, but I think that adding more multimedia than we had would have made a great blog even greater."



Together, we've reduced beverage calories in schools by 88%.

America's beverage companies have teamed up to remove full-calorie soft drinks from schools.

And we've replaced them with lower-calorie and small portion-sized options like juices, teas and waters — reducing beverage calories by 88%.* Together with schools, we're helping kids make more balanced choices every day. Learn more at Ameribev.org.

* Data compiled and analyzed by Keybridge Research LLC.

The Coca-Cola Company

**DR PEPPER
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BEVERAGE
ASSOCIATION**



Henry Schein, Inc. is honored to have been selected as a finalist in
PR News' CSR Awards Program in the category of
Overall Leader in CSR Practices: Corporation with between 10,000 and 25,000 employees.

Congratulations to all of our fellow finalists for your exceptional contributions to society
through corporate social responsibility.

We are deeply grateful to our valued supplier partners, Team Schein Members, and customers
for supporting initiatives of Henry Schein Cares, our global corporate social responsibility program,
to enhance access to health care for underserved communities.

We look forward to "helping health happen" together for many years to come.

