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Siemens Canada Internet
General interest press release

Siemens Canada and its employees contribute more than \$70,000 in donations to the Salvation Army

Burlington, January 21, 2013

Siemens Canada and its employees recently joined efforts in support of families in need as part of their annual Hope for Holidays campaign. Employees collected funds and items for local charities and donations were matched by the company, resulting in an outstanding \$35,000 donation to the Salvation Army.

Employees from more than 20 Siemens offices from coast-to-coast showed their spirit of giving by getting involved in various initiatives including toy and food drives, office fundraisers and "Adopt a Family" programs in support of non-profit organizations in their local communities. Resulting total, 660 toys, 700 sets of hats and mittens, 150 clothing items, almost 1,800 pounds of food and \$32,000 were collected.

"Our Hope for Holidays campaign was very successful this holiday season thanks to our employees who demonstrated our culture of giving," said Ann Adair, VP of Communications and Strategy. "To express our gratitude, show corporate support and recognize all local fundraising efforts, Siemens matched employee contributions to further assist the Salvation Army in their great work."



Siemens made a matching donation of \$1 for every toy, \$1 for every pound of food, \$1 for every item of winter clothing and \$1 for every dollar donated by employees under the Hope for Holidays program. The \$35,000 donation will be distributed to local chapters across Canada.

Employees' donations and company matching brings the total Siemens contribution to local communities to more than \$70,000. These funds are much needed this time of the year and will help thousands families in need.

"The Salvation Army is once again very grateful to Siemens Canada for their continued and generous support," says Graham Moore, Territorial Secretary for Public Relations and Development. "Siemens' employees understand the difference that support can make to somebody by donating during the holiday season. Our goal is to provide a sense of dignity to those who need it in communities across this country and this donation from Siemens helps us to continue to assist more than 1.8 million people in Canada each year."

Hope for Holidays is one of the numerous national Corporate Social Responsibility campaigns led by the Siemens Caring Hands Employee Committee throughout the year.



About Siemens Caring Hands and the Caring Hands Employee Committee

The Siemens Caring Hands program was established in 2005 to coordinate and bundle corporate social responsibility activities, including donations, volunteerism, disaster relief and sponsorships. In 2010 Siemens Canada formed the Caring Hands Employee Committee to further unite the efforts of the more than 4,000 Siemens employees from coast-to-coast and to champion Caring Hands programs throughout the year including those developed to benefit Siemens' charity of record Cystic Fibrosis Canada. Siemens Caring Hands represents a culture of giving that is cultivated by Siemens in Canada and focuses on support for humanitarian and environmental non-profit organizations. Over the past number of years, Siemens Canada has made a significant impact in enhancing lives through its charitable activities.

About Siemens in Canada

For more than 100 years the innovative ideas from Siemens have helped make Canada a better place. From the Atlantic to Pacific oceans, more than 4,500 employees in Canada work together to provide answers that last in the fields of industry, energy, healthcare and infrastructure solutions for cities. Since it was federally chartered in 1912, Siemens has stood for technical achievements, innovation, quality and reliability. Sales for Siemens in Canada in fiscal 2012 (ended September 30), were \$2.1 billion CAD. The company has 61 offices and 13 manufacturing/assembly facilities across Canada.

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Learn more about how to get involved!

Salvation Army Canada

For more information or to arrange an interview, please contact Ann Adair, Vice President, Communications and Government Affairs
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