

Warming hearts and hands: Siemens Canada contributes more than \$60,000 in toy, food, clothing and cash donations to support Canadians in need through annual Hope for Holidays campaign

Oakville, ON, February 12, 2014

Employee-led campaign has raised more than \$240,000 since its inception in 2010.

Siemens Canada and its employees joined forces in late 2013 to support Canadians in need as part of their annual Hope for Holidays campaign. Employees collected funds and items for local charities and all donations were matched by the company as a cash donation to The Salvation Army.

Fundraising activities were held at offices from coast-to-coast, including toy drives, food drives, Adopt-a-Family programs, 50/50 raffles and winter clothing drives. In total, employees generously contributed 930 toys, 1,280 pounds of food, more than 1,480 items of winter clothing and more than \$27,000 in cash donations to local non-profit organizations.



Robert Hardt (Siemens Canada President and CEO), Marilyn Clayton, (Siemens Industry Software), Lois Flemming, (Territorial Director, Major Gifts & Planned Giving, The Salvation Army), Ann Adair (Siemens Canada, Vice-President, Communications and Strategy)

Siemens committed to matching employee efforts by donating \$1 for every toy, pound of food, item of winter clothing and every dollar donated by employees under the Hope for Holidays campaign to The Salvation Army. The resulting \$30,757 donation will be distributed to Salvation Army locations across Canada. The donation from Siemens will be used to provide food, shelter, clothing and other necessities to vulnerable children and families throughout the year.

As the largest non-governmental provider of social services in Canada, The Salvation Army provides direct and compassionate service to more than 1.8 million people across the country each year. They provide practical assistance for children and families, shelter for homeless people and treatment programs for those struggling with addictions.

Hope for Holidays is one of numerous Corporate Social Responsibility (CSR) programs that Siemens runs across Canada throughout the year. It is organized by Siemens Canada's Caring Hands Employee Committee, a volunteer group dedicated to championing CSR programs at Siemens.

QUOTES:

Our amazing employees generously collected toys, food, funds and winter clothing for less fortunate Canadians across the country. They opened their hearts and wallets, making this year's Hope for Holidays campaign a huge success. Siemens is pleased to match these contributions with a donation to the Salvation Army to assist them with their work of helping Canadians throughout the coming year."

– **Robert Hardt, President and CEO, Siemens Canada Limited**

"We are truly thankful for the support we receive from Siemens Canada and its employees. Due to their generosity, The Salvation Army continues to provide critical services that transform lives and give people hope."

– **Captain Les Marshall, Territorial Secretary, Public Relations and Development, The Salvation Army in Canada and Bermuda**

After 100 years, we are still building a better tomorrow.

Download a PDF version of this release:

Warming hearts and hands: Siemens Canada contributes more than \$60,000 in toy, food, clothing and cash donations to support Canadians in need through annual Hope for Holidays campaign

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

ann.adair@siemens.com

Follow us on



Keep informed with the latest news

About Siemens 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 2013 (ended September 30), were \$2.0 billion CAD. The company has 46 offices and 13 manufacturing/assembly facilities across Canada.

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 Siemens employees from coast-to-coast and to champion Caring Hands programs throughout the year including benefitting Siemens' charity of record, Cystic Fibrosis Canada. Siemens Caring Hands represents a culture of giving that is cultivated by Siemens Canada and focuses on support for humanitarian and environmental non-profit organizations. Over years, Siemens Canada has made a significant impact in enhancing lives through its charitable activities.

About The Salvation Army

The Salvation Army is an international Christian organization that began its work in Canada in 1882 and has grown to become the largest non-governmental direct provider of social services in the country. The Salvation Army gives hope and support to vulnerable people today and everyday in 400 communities across Canada and more than 120 countries around the world. The Salvation Army offers practical assistance for children and families, often tending to the basic necessities of life, providing shelter for homeless people and rehabilitation for people who have lost control of their lives to an addiction. When you give to The Salvation Army, you are investing in the future of marginalized and overlooked people in your community.