

# Volunteers Help in the



*Ginkgo Biloba saplings being planted in the South Park of Sofia, close to the City centre mall in Lozenets.*

In the sunny day of Oct. 23, 2010, some 60 AmCham member companies uniting more than 300 volunteers took part in the Volunteer Fall Days of 2010 organized by AmCham and BCAF. Volunteers in Sofia, Sliven, Plevn, Varna, Dupnitsa, Stara Zagora and on Vitosha cleaned polluted urban areas, planted flowers and trees, renovated benches and playground installations, helped at children institutions and daily care centers.

Ginkgo Biloba saplings were planted in the South Park of Sofia, close to the City centre mall in Lozenets. More than 100 volunteers from Eurobank EFG Bulgaria and Investor.bg participated in the planting. Employees of Colliers International Bulgaria collect-



*Volunteers helped in renovation of playground installations at the house of Association "We exist" in Mladost district.*



# Countryside

ed nearly 500 Leva of individual donations, bought toys and consumables (pampers, children puree) for the child institution of "Saint Paraskeva" in Sofia.

Employees from Enel Maritza Iztok 3, Carlsberg - Bulgaria and Vivacom were involved in activities related to nature conservation. In Stara Zagora employees of Enel Maritza Iztok 3 manufactured and put themselves in a park Ayazmoto over 30 nests for birds and feeders made from PVC waste



Employees of Colliers International Bulgaria helped at the child institution "Saint Paraskeva" in Sofia.

bottles. Thus they helped the survival of birds during harsh winter days and facilitated their spring nesting. This is the second such action, after ten days ago officials of M-Tel also devoted a day off to volunteering.

In Sliven Vivacom put data plate near the aviary for vultures adaptation, located in the Park "Blue Ridge". Thus, they supported the activities of the Green Balkans to protect and restore populations of vultures in the Balkan Mountains. ■

## Cleanup of Perlovska River in South Park Saves Sofia Over 9,000 kg of CO<sub>2</sub>



Opening ceremony together with Bulgarian artists.

As part of the 3rd edition of the initiative "My Green City", a 6 km area from Perlovska River in central Sofia was cleaned up.

More than 500 volunteers joined the initiative "My Green City" on October 16, 2010 and cleaned up the banks of Perlovska River and the lake near the Big Stage in South Park thus saving Sofia's residents over 9,000 kg of carbon dioxide (CO<sub>2</sub>). This amount of CO<sub>2</sub> will not be released into the atmosphere, but will be stored in the already cleaned-up river; CO<sub>2</sub> was also saved thanks to the recycling of the separately collected waste.

The initiative "My Green City" is orga-

nized for the third consecutive year by the Bulgarian Society for the Protection of Birds and Coca-Cola with the support of Sofia Municipality. The initiative aims at preserving water resources and biodiversity, as well as decreasing CO<sub>2</sub> emissions. The goal of the organizers is to make more and more people commit to nature conservation and show us how to stop polluting the environment.

Among the volunteers who joined the initiative this year were: Svilen and Boyan from Ostava, race driver Krum Donchev, Kaka Lara, Simo from BG Radio, Niki Kanchev, rock star Stenli, Magi from Music Idol and others, who put on their rubber boots and joined the cleanup without hesitation. Moderators of the event were the young actors from "Little City Theatre by the Channel": Antony Argirov (Koki from the TV series "Stuklen Dom"), Evgeni Budinov and Alexander Kadiev, who made an appeal to all participants to "stop littering the area of Perlovska River, which flows near



their second home, the Little City Theatre, and be proactive in initiatives like "My Green City", because only thus can we preserve nature in Sofia."

Hundreds of Coca-Cola employees and members of the Bulgarian Society for the Protection of Birds, as well as more than 150 children from the National Youth Eco-Parliament, report-

## Citibank Volunteers Support 'Sveti Mina' Day-care Centre

Citi Bulgaria volunteers joined the 45,000 Citi employee volunteers in more than 75 countries across the world for the company's fifth annual "Global Community Day". This year, the bank's traditional volunteer initiative coincided with the Volunteer fall days of 2010 organized by AmCham and BCAF on Saturday October 23 when employees from over sixty AmCham member companies took part in various volunteer projects throughout the country.

The team of 15 volunteers from Citi Bulgaria spent their Saturday at the 'Sveti Mina' day-care centre for handicapped children in Sofia, carrying out a much needed refurbishment of the children's playroom and common room. Apart from painting the walls, the volunteers also helped with some repair work and general clean-up of the entire building, as well as beautifying the playground of the centre. The 'Sveti Mina' day-care centre tends to some 50 children with different disabilities providing



therapy and rehabilitation courses and helping with their social integration.

Citi's Global Community Day has become a company tradition," said Pam Flaherty, President and Chief Executive Officer, Citi Foundation and Director, Corporate

Citizenship. "Whether it's building a local community farm or teaching basic financial skills to disadvantaged families, Citi employees work collectively to strengthen the communities where we do business, a key component of our commitment to responsible finance. ■

ers and visitors of the South Park, took part in the cleanup on Saturday. Together, they recycled over 600 bags of waste. The most unusual pieces of junk, which were found during the cleanup, included: a carpet, a metal lamppost, a car bumper and a couple of truck tires.

This year, the initiative included cleanup of the entire 6 km area of Perlovska River in central Sofia, which is a three times bigger region compared to last year. The cleanup of the area between the National Palace of Culture and the juncture of Madrid Blvd and Evlogi Georgiev Blvd (about 4 km) will begin next week.

All "My Green City" fans can join the initiative's fan page on Facebook at: <http://www.facebook.com/moyatzelegrad>, where nearly 7,000 fans are already sharing experience and ideas for preserving the city environment.

Media partners of "My Green City"



Among unusual pieces found in the river was this concrete bin pulled out by Victor Bachev (right), Senior National FC Key Account Manager of Coca-Cola HBC Bulgaria AD.

were Vbox7.com and Standart Daily.

About "My Green City": The initiative "My Green City" launches in 2008 and its main goal is to preserve nature

in the big city. In 2009, the cleanup of a 2 km area along Perlovska River and the canals between the lakes in South Park in Sofia saved the city a total of 7,000 kg of carbon dioxide. ■

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