



MANCHESTER CALL CENTRE WORKERS' ENVIRONMENT DAY FOR MANACARE

9 June 2009

Pearson VUE contact centre staff raise awareness for the environment and money for local charity

Manchester contact centre staff have hosted a fun day, to raise both awareness of environmental issues and money for local children's charity the Manacare Foundation.

Around 100 staff at testing company Pearson VUE's Manchester headquarters, from which the company administers tests such as the Driver Theory Test, have participated in a series of fundraising initiatives - all with an environmental theme to tie in with this year's World Environment Day (5 June 2009). Events included dressing male team leaders in recycled newspaper and carrier bag bikinis, a Wii tournament, green cake sale, costume competition, book swap and plants for every team member to care for.

All money raised will go to Manacare, an Urmston-based charity that specialises in helping children in the developing world, whose lives have been shattered by disease, war, abuse or disasters.

Kim Safar, organiser of the day's proceedings, explained the twin aims of the event: "This idea came from our Environmental Forum, which includes members from all over the business. We took the opportunity of World Environment Day to encourage everyone in the division to play their part – from separating out all different types of waste to minimising energy consumption.

"But we also identified the chance to raise money as well as awareness in the process, and chose Manacare because it is a local charity that some of us already support. The charity carries out a wide range of life-changing work, including rebuilding parts of Sri Lanka after the tsunami, building schools, saving children from slavery and abuse, and keeping families together in some of the toughest parts of the world. All money raised will be matched by Pearson, and everyone has been extremely enthusiastic and participated in the spirit of the day."

More information on the Manacare Foundation can be found at www.manacare.org.

Ends.

Photo: Staff at Pearson VUE's Manchester contact centre enjoying their World Environment Day fundraising events for Manacare.

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