

MAZDA EXTENDS COMMITMENT TO SOS CHILDREN'S VILLAGES

- Automaker's relationship with child protection organisation now into sixth year
- Mazda employees volunteer time, raise money for villages across Europe

Leverkusen, 14th May 2014. In the spirit of celebrating those who, like Mazda, challenge convention to make things better, the Japanese carmaker enthusiastically continued its long-time support for SOS Children's Villages. Whether providing vehicles, organising educational and cultural activities or donating company equipment, Mazda has been quite active during the past year with SOS Children's Villages across Europe.

The focus is always on the children. Mazda Europe employees, for example, raised almost €14,000 for a village in Romania through sales at company facilities of items ranging from Mazda-branded bags and textiles to espresso machines. Some 50 staff from headquarters in Leverkusen, Germany also volunteered their time to paint a nearby SOS-run kindergarten.

Their colleagues at Mazda Germany donated a kitchen to a new village slated to open in the Düsseldorf area this summer. Mazda Austria staff extended their ongoing support for a village in Moosburg by, among other things, supplying Christmas gifts and helping out with the gardening. In Croatia, meanwhile, Mazda continued paying utilities and other expenses for a house south of Zagreb at the Lekenik village. And in Spain, besides donating money, Mazda organised conferences with mechanics students and even arranged internships at Madrid dealerships. Mazda also supplied vehicles to the villages in numerous markets.

"When Hermann Gmeiner established SOS Children's Villages, his ideas about how to effectively help children orphaned by the Second World War were not exactly conventional," says Mazda Motor Europe President and CEO Jeff Guyton. "This is one reason why SOS is a perfect partner for an organisation like Mazda. But undoubtedly a rewarding aspect of our collaboration is that it makes life better for the children."

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About SOS Children's Villages

Founded in 1949 by Hermann Gmeiner, an Austrian, SOS Children's Villages is an independent, internationally active organisation that operates on the belief that a child develops best in a caring family environment. Its work helps keep children with their families when possible and provide a home for others through foster families and in the villages themselves. SOS also promotes children's health and education, running kindergartens, day care centres, schools and medical facilities together with local communities. Today, SOS Children's Villages International is active in 133 countries, operating 545 villages, 602 youth facilities, 222 kindergartens and 108 schools. Mazda's partnership with SOS Children's Villages dates back to 2008.

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