

## FIRSTSOURCE DONATES TREES TO LOCAL SCHOOLS

### 200 sapling trees donated to schools across Belfast and Londonderry

Belfast and Londonderry, November 30 2009: For the second year in a row, local employer Firstsource has donated 200 sapling trees to schools in Belfast and Londonderry. The donation continues Firstsource's corporate social responsibility programme in Northern Ireland which has seen tree plantings in Belfast Waterworks Park and Claudy Country Park and at schools across Belfast and Londonderry.

The 11 schools that have received the donations are:

Fleming Fulton, Loughshore Educational Resource Centre, Our Lady of Lourdes Primary School, Inchmarlo Preparatory School, St. Louise's Comprehensive College, Belmont House Special School, Oakgrove Integrated College, Nazareth House Primary School, Trench Road Nursery, Model Primary School and St. Mary's College.

The trees are all native broad-leafed varieties, supplied by conservation charity, Tree Appeal. The tree donation will not only contribute to improving the landscape of the schools, but will also help to teach pupils about the natural world and form the basis of nature projects to monitor the progress of the trees as they grow.

Sean Canning, Firstsource UK Operations Director, explained the company's decision to donate trees: **“Following the success of last year's tree planting, we want to encourage more schools to make the most of their grounds by planting trees. It helps create a woodland habitat, increases biodiversity and is an excellent learning resource for the children which can bring the school curriculum to life in meaningful and memorable ways. This is an excellent initiative that Firstsource is proud to be involved with.”**

The tree planting initiative is part of Firstsource's global Corporate Social Responsibility programme by which the company puts back resources into local communities. The tree planting will also help to offset the company's carbon footprint.

As part of the tree planting programme, a computer will also be donated for every 100 trees planted on behalf of Firstsource to an African school, giving 100 children a grounding in computer skills and environmental education.

Firstsource supports several charities worldwide, particularly in India where the company is headquartered. There are several initiatives in place to help alleviate poverty and support people out of poverty and into education. In Northern Ireland, Firstsource supports the local hospices in Belfast and Derry and has carried out various fund raising activities. This year, Firstsource's Christmas appeal is supporting the Shine A Light charity in Belfast and the NSPCC in Londonderry.

**For more information please contact:**

Weber Shandwick on 028 9034 7300

Cathy Kapande (078 2827 2556) [ckapande@webershandwick.com](mailto:ckapande@webershandwick.com)

**Notes to Editors:**

- Firstsource provides customised business process management to global leaders in the Banking & Financial Services, Telecom & Media and Healthcare sectors. Its clients include FTSE 100 and Fortune 500 banks, telecommunications companies and healthcare companies. Firstsource has a global delivery model with operations in India, US, UK, Argentina and Philippines.
- Firstsource is headquartered in Mumbai, India and currently employs over 26,000 employees across 44 delivery centres worldwide.
- Firstsource is ranked as one of the top BPO companies in India by NASSCOM, Gartner and Ovum and has won global awards for its delivery to clients and Six Sigma process excellence. Further Information can be found at [www.firstsource.com](http://www.firstsource.com)