SIEMENS

Press Presse Press Presse

Healthcare Sector

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Siemens encourages involvement – Raise awareness for breast cancer

After a highly successful campaign in October 2010, Siemens is continuing its commitment to promoting the early detection of breast cancer. Siemens has launched a new campaign with the motto "Turn your city pink! Raise awareness for breast cancer.". The company is encouraging people around the world to spread the campaign motto in their personal environments in the most creative and public ways possible. The color pink is a global symbol of solidarity with breast cancer patients. Participants should document their efforts – in which pink should be a prominently featured color – in photos or a video and upload them to the campaign website. Siemens will donate five U.S. dollars to a non-profit breast cancer organization for each photo or video that is uploaded, and will award great prizes to the most creative participants.

Around the world, the color pink is a symbol of solidarity with breast cancer patients. So Siemens is encouraging all Internet users who would like to promote the early detection of breast cancer to upload their own campaign photos or videos to the www.siemens.com/pink website. Participants have nearly free rein when it comes to creativity – the only stipulation is that the color pink must be included, for example, on t-shirts, flags, buildings, or vehicles. Siemens will donate five U.S. dollars to a non-profit breast cancer organization for each uploaded contribution (limited to a sum of 200,000 U.S. dollars). Internet users will vote on the best photo or video of the month on the campaign website. The ten monthly winners (October 2011 – July 2012) will each be awarded a pink Apple iPad from Siemens. In addition, Siemens will invite them to attend the donation ceremony scheduled to take place in London in October 2012.

The www.siemens.com/pink website is available in six languages (German, English, Italian, Japanese, Portuguese, and Spanish). The website not only provides details about participating in the competition but also offers information about the early detection of breast cancer. Information includes self-

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examination tips, articles about diagnostic imaging, and a collection of facts about breast cancer. Visitors can also sign up for a newsletter, which Siemens also offers in six languages. Social media users can visit the Facebook fanpage www.facebook.com/TurnYourCityPink to obtain more information about the campaign, discuss topics, and encourage their friends to get involved.

Siemens Healthcare held an international campaign in October 2010 to raise public awareness about breast cancer. The company encouraged Internet users to upload their photos to the campaign website and announced that they would donate a specific amount for each image that was uploaded. The objective of the campaign was to compile all the photos to create a virtual pink ribbon. In just one month, more than 13,500 participants from 109 countries uploaded enough “solidarity photos” to create a virtual ribbon around the world. In March 2011, Brigitte Ederer, a member of the Managing Board of Siemens AG and head of Corporate Human Resources, presented a donation of €100,000 to Susan G. Komen Deutschland e.V.

Prizes will only be awarded if not prohibited by applicable law and regulations in the province, territory or country in which the respective submitter resides. Due to regulatory and legal restrictions, healthcare professionals from the USA may participate in the contest, but cannot be awarded a prize or invited to the donation ceremony

The **Siemens Healthcare Sector** is one of the world’s largest healthcare solution providers and a leading manufacturer and service provider in the fields of medical imaging, laboratory diagnostics, hospital information technology and hearing instruments. It offers solutions covering the entire supply chain under one roof - from prevention and early detection to diagnosis and on to treatment and aftercare. By optimizing clinical workflows oriented toward the most important clinical pictures, Siemens also strives to make healthcare faster, better and, at the same time, less expensive. Siemens Healthcare currently has some 48,000 employees worldwide and is present throughout the world. During fiscal 2010 (up to September 30) the Sector posted sales worth 12.4 billion euros and profits of around 750 million euros. For further information see: www.siemens.com/healthcare.

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