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Press Release
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AUDI German Employees Donates Fund for Building Children's Welfare Center in Dazhou

August 21, 2009 – AUDI AG's employees raised 135,000 Euro dollars (1.25 million RMB) to help building the "Dazhou Children's Welfare Center", which is also one of the "Top 10 Sichuan Relief Projects". Committees and officials from Dazhou, Audi representatives, children victims and related parties attended the construction completion ceremony today with a tour of the Children's Welfare Center.

To show concern and support to the 2008 earthquake disaster in Wenchuan, staff from AUDI AG employees took immediate action by raising 160,000 EURO (1.5 million RMB) handed over to the Sichuan Provincial Government through Chinese Consulate-General in Munich and German-aided China Orphan Association. As the major project of the donation amount, Dazhou Children's Welfare Center has been the largest scale integrated welfare organization with the highest number of accommodations locally with a total of 200 orphaned or handicapped children.

The Standing Committee member of the Dazhou Municipal Government Committee, Executive Vice-Mayor Mr. He Ping showed the appreciation to Audi AG. He said "on behalf of 6.5 million people of Dazhou, especially the children victims and working staff in the Children's Welfare Center, I would like to express the deepest gratitude to Audi AG and our German friends who have given their warm concern and support to these adorable kids."



Audi (China) Management Ltd. Co. Human Resources Director Stephan Meier spoke at the ceremony

At the construction completion ceremony, Audi (China) Management Ltd. Co. Human Resources Director Stephan Meier said, “The solid friendship between Audi and Chinese people was built more than 20 years ago. Audi AG and its China partner, FAW Group, have always been maintaining close cooperation and this made China Audi’s second largest market. In these 20 something years, both Chinese and German parties have been persistently taking their social responsibilities and commitments.”



Audi AG and German-aided China Orphan Association gave donations to Dazhou Children’s Welfare Center

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The children victims sang at the ceremony to show their gratitude

After the Wenchuan earthquake disaster, Audi continuously provided support and help on disaster relief and reconstruction projects. Three days after the tragedy, FAW-VW Audi and United Nations Children's Fund (UNICEF) co-established the "Audi Driving Dreams Project – Special Fund for Relief of Earthquake Affected Children". The Project raised more than RMB 15 million from the Audi Extended Family, which is used to provide continual assistance to the gradual recovery of the earthquake affected children in terms of living, education and psychology for 124,000 children and teachers. The future use of the fund will continue to support on disaster zone's reconstruction progresses including education, psychological counseling and child care, hygiene and nutrition, water and environmental hygiene, material storage, strategy research and promotion, etc.



Audi donated the stationery and sporting goods to Dazhou Children's Welfare Center



Guests communicated with the children at the center after the ceremony

The Audi brand's children and youth encouraging charitable measures have become important social responsibility initiatives. The scale and influence of Audi Driving Dreams are increasing year by year and it has become the role model of corporate social responsibility.

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