

## **FFC CSR Joins WWF Pakistan for Co-Sponsorship of 2013 Nature Carnival**

FFC CSR will be collaborating with World Wide Fund for Nature-Pakistan as a co-sponsor for WWF Nature Carnival 2013, at Lahore on March 5<sup>th</sup>. WWF was formed in 1970 to address growing issues faced by environment and conservation. WWF has been engaged in successfully conducting Nature Carnival across Pakistan from the past 16 years to promote environmental awareness, protection and conservation. In 2013, WWF Nature Carnival is planned at Karachi, Islamabad and Lahore. The event emphasizes on interactive activities for the promotion of WWF objectives for safeguard against nature and environmental degradation including 3D Model Display Competition, Art Competition, Nature Quiz Competition, Conservation Puppet Show, Live Musical Performances and Environmental Games etc.

FFC through its CSR program has placed environmental protection and conservation at the center of its business operations. FFC is also a proud corporate member of WWF Corporate Citizenship Program. A ceremony was held at FFC Marketing Office (Lahore) on 7<sup>th</sup> Feb 2013 to validate FFC co-sponsorship to WWF Nature Carnival 2013 at Lahore. The ceremony was attended by Mr Anwar Naseem (Senior Director-WWF), Ms Sania Khan (Manager-WWF Corporate Relations) while FFC was represented by Mr Iqbal Bukhari (GM-P&L), Ms Maliha Malik (DM-CSR), Mr Ali Azizuddin (Ex-CSR) and Mr Hamid Abbasi (JE-CSR).

