



PUBLIC RELATIONS

20th of March 2008

Lowe PR and Electrolux presents for the first time on *youtube "How does clean air look like"*

***Lowe PR and Electrolux carried on Wellbeing 2008 educational
campaign, finding out what do children think about the air they
breathe***

Wellbeing campaign – “How does clean air look like”, developed during the **18th and the 28th of February**, is the first Electrolux educational campaign that can be watched online – <http://www.youtube.com/watch?v=vvQvF0qmHDU>.

Wellbeing 2008 – How does clean air look like

Wellbeing is an educational program, initiated by Electrolux, which takes place regularly every year pointing out the importance of a healthier home environment. The objective of this campaign is to draw a warning signal on the issue of pollution inside homes (not only on air pollution, but also on phonic pollution). The purpose of the project is to educate people on the risks they are exposed to inside the house, due to pollution – from respiratory disorders to various allergies, and to suggest innovative ideas.

Therefore, if in 2005 Wellbeing program took place in hospitals, in 2006 in kindergartens in Bucharest, this year, 2008, over 100 children that are registered at 5 after-schools in Bucharest drew and talked about what pollution and clean air means to them.



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Children and Parents

The concept of the campaign offered a dual perspective on the air we breathe issue. The young ones were dared to draw their idea of clean air and parents joined them and told us about their efforts to have a better environment to live in.

The young promoters of clean air became main characters in a video posted afterwards on youtube. They explained in the video, in simple, yet conclusive terms, how they perceive the air they breathe and which would be the solutions so the air could become "fresh and clean".

"It was very interesting to see how young generations are so dramatically aware of what is happening around them. We were surprised to see that children know and think about solutions to make the world a better place", says Carmen Georgescu, Marketing and Communication Manager at Electrolux.

The campaign's results did not fail to appear soon: because it has subtitles, the video on youtube has been posted on a couple of other international sites and blogs specialized on themes like health, pollution and wellbeing.

"A traditional educational campaign is not enough when we are dealing with issues like pollution, noise and the environment in general. That is why we wanted to develop concepts to fascinate and actively involve children. Such a challenge for them was to draw the air and to confront their vision on problems and solutions concerning pollution with those of their parents. The video on youtube was also very important for after event visibility, due to the fact that the video was posted on online communities interested about this subject.", declared Monica Botez, PR Manager at Lowe PR.

Electrolux Wellbeing campaign has a sponsorship component every year. This year every school involved in the program "How does clean air look like" received an Ultrasilencer vacuum cleaner.



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The team's members are: Monica Botez - PR Manager, Diana Grigorescu -Senior PR Executive and Roxana Bejan - PR Executive for Lowe PR and Carmen Georgescu Marketing and Communication Manager, Electrolux.

About Lowe Public Relations

Lowe Public Relations covers the whole spectrum of **Specialized Global Practices** (Corporate Communications, Corporate Social Responsibility, Healthcare, Internal Communications, Marketing & Brand Strategic Communications, Public Affairs, Technology), insuring in the same time the full range of **Specialized Services** (Media Relations, Financial Communications, Media Training, Research, Issue & Crisis Management).

Lowe Public Relations' client portfolio includes Orange, Electrolux, Unilever, GlaxoSmithKline, TNT Romania, Johnson & Johnson, Pernod Ricard, HBO, Eli Lilly, Eximbank, IPID (Institute for Projects on Innovation and Development), Platinum Group, Abbott Romania, Lowe & Partners, Initiative Romania, Brand Connection, Tecton Investments.

Lowe Public Relations team has 12 professionals, among which Hortensia Nastase (Deputy Managing Director), Monica Botez (PR Manager) and Raluca Mihăilă (Events Manager).