

Bucharesti, July 21, 2009

**Lowe PR and the Princess Margaret of Romania Foundation,
together for a “beautiful retirement”**

Lowe PR manages the communication campaign *pro bono* for the first important initiative to sensitize the public about the loneliness afflicting the elderly.

The Princess Margaret of Romania Foundation launched on July 18th the “A beautiful retirement” campaign, as part of the “Volunteers – Ambassadors of Change” program. This initiative is the first national campaign to benefit the elderly; the funds will be used to offer them material support (equipment and furniture for retirement homes, money for necessities and assistance at home), as well as emotional support (intergenerational, educational, creative or sporting activities).

Lowe PR supports the foundation *pro bono*, wishing to help combat loneliness and isolation and create a better life for the elderly people.

“There is one old saying in Romanian: “Those who do not have elders in their life should buy some...But what happens when we do have them, but we do not know how to cherish them? We have to learn! Loneliness is a social disease that causes so many troubles for our elders. We didn’t hesitate when we were invited to coordinate the PR component of the campaign that aims to help everyone have a beautiful old age,” stated Veronica Savanciuc, President of Lowe PR.

The PR campaign was launched with a press event on Tuesday, July 21st at the Elizabeta Palace, which was hosted by her highness Princess Margaret of Romania.

Also part of the PR program are street events, VIP endorsements and media relations.

The team at Lowe PR working on this project is composed of Diana Grigorescu– PR Manager, Alina Pavel – Senior PR Executive and Raluca Munteanu– PR Executive and is coordinated by Monica Botez – PR Director.

About Lowe PR

Winner of a Golden PR Award for Excellence in the “PR for marketing” category at the PR Award 2008 together with Unilever/Rexona, and finalist in the Sabre Awards 2008, Lowe PR covers the entire spectrum of global specialty practices (Corporate Communications, Corporate Social Responsibility, Healthcare, Internal Communications, Marketing & Brand Strategic Communications, Public Affairs, Technology), as well as specialized services (Media Relations, Financial Communications, Media Training, Research, Issue & Crisis Management).

The Lowe Public Relations client portfolio includes big companies such as: Orange, Electrolux, Unilever, Orange, RBS (Royal Bank of Scotland), Johnson&Johnson, Eli Lilly, Walmark, Abbott Romania, Stem Health Unirea, CSC Pharmaceuticals, TNT Romania, FOCUS „The Romanian Centre for Missing & Sexually Abused Children” Lowe & Partners, Initiative Romania, Medic One.

In 2009, Lowe PR managed the public relations campaign for the European Parliament elections in Romania, the largest institutional campaign of the year and in the history of Europe.

Lowe PR is member of one of the biggest communication groups in Romania along with: Lowe & Partners, Initiative, e-Lowe, Medic One and Scholz & Friends.