

Dear Executive,

One month to go before the deadline on Friday, August 12, 2011! Make sure you send in your entries to the Asian CSR Awards or nominate your company for the Intel-AIM Corporate Responsibility Award.

The Asian CSR Awards recognizes and honors companies in Asia for their outstanding, sustainable and innovative projects and programs in corporate social responsibility. The four (4) categories for the 2011 Awards are: Health Enhancement, Environmental Excellence, Poverty Alleviation, and Education Improvement.

The Intel-AIM Corporate Responsibility Award (IACRA) is an integral component of the Asian CSR Awards. It honors organizations in Asia that have integrated, embedded, and sustained CSR. It is not an award for a specific initiative. The main criteria is that the organization has made **CSR an integral part of the way they do business** and has implemented interesting innovative CSR projects or programs that have an impact and are sustainable. IACRA recognizes a company or organization, not a specific CSR project or program.

The Awards are presented by the Ramon V. del Rosario, Sr. Center for Corporate Social Responsibility, the Asian Institute of Management and Intel. The presentation ceremonies will take place during the Gala Dinner of the tenth annual Asian Forum on Corporate Social Responsibility (AFCSR) on October 19, 2011 at Edsa Shangri-La Hotel, Manila, Philippines.

Send in your entries or nominate your company online on or before Friday, August 12, 2011 at: www.asianforumcsr.com/awards/2011/

If you have any queries or need additional information, please contact me at: Tel (632) 846-7866, Fax: (632) 752-1208 or Email: awards.afcsr@aim.edu

Thank you and good luck!

Sincerely,

Khristine Dizon

Awards Coordinator