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## PRESS RELEASE

### AMCHAM COMMUNITY DAY 2013

### *AmCham and Intel Vietnam respond to AmCham Community Day 2013*

#### Highlights:

- Around 1,000 volunteers from Intel Products Vietnam, American Chamber of Commerce in Vietnam Ho Chi Minh City Chapter (AmCham Vietnam) member companies, as well as students and Youth Union of Long Dien District (Ba Ria –Vung Tau) join hand in the event AmCham Community Day with such activities as tree planting, trash collecting, and parade to call for community engagement in coastal environment protection.
- The event aims to achieve the number of 10,000 trees planted, covering a coastal area of 8,000 m<sup>2</sup> in Phuoc Tinh and Phuoc Hung Commune on 19<sup>th</sup> and 21<sup>st</sup> Oct 2013.

**Ba Ria – Vung Tau, October 19th, 2013** – Nearly 1000 volunteers including employees of 20 member companies of AmCham Vietnam, Intel Products Vietnam, students from Nguyen Thi Dinh secondary school and officers of Long Dien District People’s Committee join the event AmCham Community Day 2013 with the theme of “Act Clean. Save Green”. The volunteers along with local people take part in parading to raising public awareness in coastal environment protection and planting trees for the 2 coastal districts.

This is the fourth consecutive year that AmCham has collaborated with Intel Products Vietnam, Long Dien People’s Committees to organize AmCham Community Day 2013, which is formerly known as International Coastal Cleanup Day. During the two days of the event, there are more than 10,000 casuarina trees planted which cover an area of 8,000 m<sup>2</sup>. Besides, volunteers also provide information on energy saving and environment protection to communities in Phuoc Tinh, Phuoc Hung.

Representative of AmCham Vietnam, Herb Cochran, Executive Director of AmCham Vietnam said: “After working with local authorities, we have decided to level up the International Coastal Cleanup Day by adding new activities which are tree planting and public parading beside the traditional activity trash collecting.

“Climate change has had more and more negative impacts on weather of many places and Vietnam is not an exception to be affected. In response to AmCham Community Day 2013 with AmCham, we expect to join hand with the local authorities taking action against climate change while

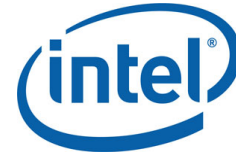
protecting coastal environment, and minimizing coastal erosion to the area” said Ho Uyen, Corporate Affairs Manager of Intel Products Vietnam.

In the last 5 years, Ba Ria –Vung Tau has been severely affected by coastal erosion which has caused dramatic change to living condition of local people as well as local tourism business. Trees in coastal areas are considered as not only the vital “lung” to ensure development of the ecosystem but also food provider and even protector against coastal erosion. Besides, these forests also contribute to tourism development of the province.

“Facing the problem of coastal erosion, Ba Ria –Vung Tau has proposed provincial action plan to reduce its effect from 2013 to 2015 as well as direction for coastal biological diversity preservation and development until 2020. We highly appreciate the support and cooperation of AmCham Vietnam and Intel Products Vietnam in conducting this action plan”, said Le Thi Cong – Vice President of Long Dien People’s Committee.

Another activity in this event is the Photo Contest “**Act Clean. Save Green.**” in which volunteers capture memorable moments while doing community activities to raise people’s awareness about community responsibility in Long Dien District.

This campaign is expected to spread community engagement in environment. It also positively impacts local villagers in protecting the environment and strengthens Corporate Social Responsibility programs from AmCham member companies and society as a whole.



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## **NOTE FOR EDITOR:**

### **About AmCham Vietnam**

AmCham Vietnam in Ho Chi Minh City is an independent association of American and international businesses. With over 450 member and associate companies, and more than 1,000 representatives, our membership of manufacturing, transportation and logistics, professional services, and travel and tourism firms is unified by a common objective to promote trade and investment between Vietnam and the United States. Since 1996, AmCham Vietnam in HCM City has been a Member of the U.S. Chamber of Commerce, which represents 3,000,000 businesses, 2,800 state and local chambers, 830 business associations, and 115 American Chambers of Commerce in 102 economies.

Website: <http://amchamvietnam.com>

### **About Intel**

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at: [newsroom.intel.com](http://newsroom.intel.com) and [blogs.intel.com](http://blogs.intel.com)

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