



BlueTC Continues to Support UNICEF

Madrid, January 25, 2013

At the end of 2012 BlueTC gathered more than 450 employees, collaborators & customers, with their families, to attend the premiere of *The Hobbit – an Unexpected Journey*. The film was very positively received, both by those who choose the original version and those that preferred the dubbed one. As in previous events of this type, we capitalized on the occasion to promote our company and services offered and milestones achieved.

All in all the feedback from the event has been very positive, everybody appreciating this informal gathering as an opportunity to meet peers and managers in a relaxed atmosphere and receive some first-hand company news.



One of the messages that Miguel Angel García Matatoros, our CEO, wanted to get through to the audience, was BlueTC continued support of UNICEF Spain. He informed us that in 2012 our corporate Christmas gift consists in an additional donation to UNICEF Spain that we collaborate with regularly. BlueTC's total contribution in 2012 will thus make it possible to treat 2.500 children with severe acute malnutrition. But there is always more to be done, as Miguel Angel pointed out to the audience...

On January 25 UNICEF presented its report “Humanitarian Action for Children 2013”. In this report UNICEF’s main results achieved between January through October 2012 were listed. Although a great deal has been done many, many emergency needs around the world were not met. Thus UNICEF appealed for almost US\$1.4 billion to meet the immediate, life-saving needs of children in 45 countries and regions gripped by conflict, natural disasters and other complex emergencies this year.

Children in Syria and Mali will benefit from the funds donated but so will also children hit by emergencies that receive less media coverage. “UNICEF seeks un-earmarked resources to allow the organization to respond to consistently underfunded emergencies or where the needs are greatest, to apply innovative solutions to complex situations, and to integrate early recovery in large-scale emergencies – many of which extend across multiple countries at the same time”, said Ted Chaiban, UNICEF’s Director of the Office of Emergency Programmes.

According to UNICEF's numbers, only in Syria two million children are in a critical situation: besides suffering the consequences of a conflict that devastates their country, a brutal winter has arrived. UNICEF is working to provide essential supplies, such as drinking water, food, medical care and above all, winter clothes.

These are just a couple of ways you can help or get more information:

If you desire to support the “Cumplédías” Campaign created to combat malnutrition in children or read about the amount of funds it has received and more, please click here: <http://cumplédias.com/>.

If you want to collaborate with UNICEF to help the Syrian children you can do it by following this link: <https://www.unicef.es/cooperacion-internacional/donar-ong/hacer-donacion/ayuda-urgente-en-siria>

To read the full report “Humanitarian Action for Children 2013”, please click here: www.unicef.org/appeals.