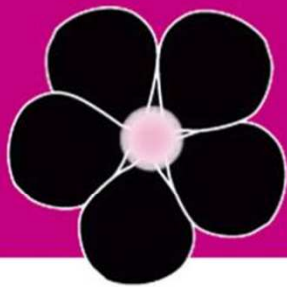


CSR Actions: Brussels launches Health Week Programme

From MCI Brussels



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HEALTH WEEK

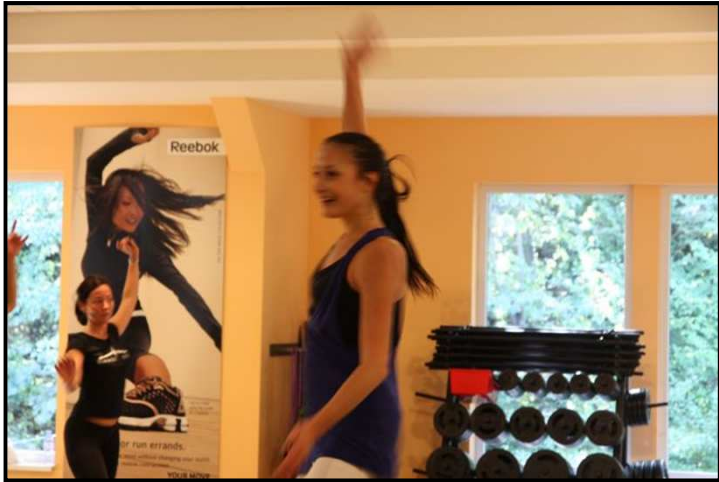


KEEP IT HAPPY, KEEP IT HEALTHY. Here's the good recipe...

Start the week with a robust, healthy breakfast!!



A bit of exercise is also good for your body AND your mind!



Exercise also included the use of the stairs instead of the elevator for the week!



The MCI Brussels staff climbed a total of 32'813 stairs and the person who climbed the most during the week won an iPod Shuffle!

A nice way to relax after a hard day? *Wii-fit will do the trick!*



There's nothing better than a healthy home made picnic in the kitchen to bring everybody together!



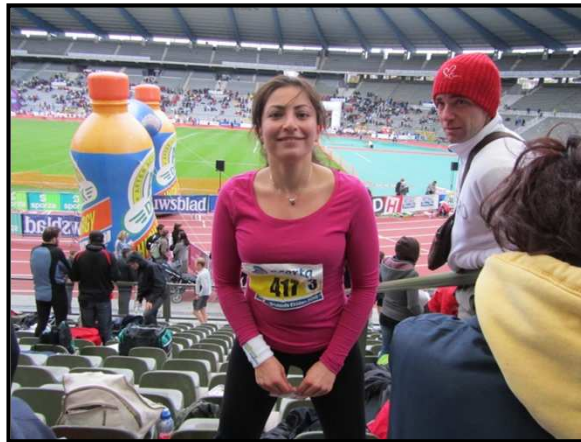
The best way to have fun AND exercise at the same time? A hip-hop dance class!!



By the end of the week, the Pilates class was more than welcome!!

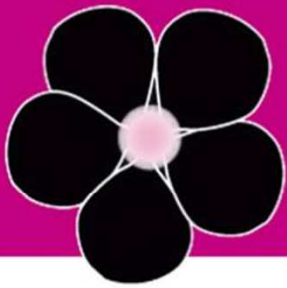


And ending the Health Week with a bang, 2 teams took part in the Acerta Brussels Ekiden Race; a 42,5 km marathon, challenging 738 other teams.



Facts and figures...

- *The promotion of this event was made through posters, the company intranet and a dedicated Facebook group which was created specifically for this CSR programme*
- *The drivers of the campaign were Human Resources and the dedicated CSR champions . They worked hard to integrate social and environmental considerations into the day to day operational practices, policies, strategies and various projects of the MCI Health Week*
- *More than 40 employees took part in the activities that were proposed during this Health Week*
- *Alongside the sporting activities, educational workshops also took place in the lunch hours: EFT (Emotional Freedom Techniques), Stress Management and a session given by a certified nutritionist and wellbeing coach about the overall benefits of nutrition and exercise*
- *2 main sponsors were also involved in this project: Restaurant Scheltema (www.scheltema.be) who provided the fruits for the healthy breakfast and La Rasante (www.royallarasante.be) that kindly offered us the use of their premises.*
- *A press release was sent to 70+ Belgian media, including industry and general press. See example: <http://tiny.cc/abpem6duij>.*



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