

## **Videolar receives Top Social ADVB 2006 Award for Social Project Formare 08/03/2006**

Videolar, thanks to the Social Project Formare, will receive, next August 7, the **TOP SOCIAL ADVB 2006 Award**, presented by Rio de Janeiro's Brazilian Marketing and Sales Directors' Association (ADVB) to companies who have outstanding examples of socially responsible projects.

Winner of the Award's 8th edition, Videolar celebrates the acknowledgment obtained by developing the Project, which started in 2004, seeking to offer professional training to low-income students, contributing to their inclusion in the work market.

*"Receiving this award signifies the acknowledgment of all the work developed by Videolar and its collaborators in the quest for a future with dignity for the Brazilian youth. We believe that investing in education is the first step to build a country with social inclusion, a highest economic growth and a fair distribution of wealth. It's not easy. We're doing our part to make sure that will happen."*, states Lirio A. Parisotto, Videolar's president.

Videolar's Formare Project, developed in partnership with the IOCHPE Foundation, offers the course of Logistic Operations and Services Assistant at the company's Unit III, in Barueri - SP, and also the course of Plastic Production Operator in Manaus - AM, at its Unit II.

About 80 youths have already benefited from the program, which, besides teaching a wide variety of disciplines such as information technology, logistics, entrepreneurship, quality and environment, English and drama, amongst others, taught by volunteer educators, Videolar's own collaborators, also offers benefits such as food coupons, medical and odontological care, transportation, learning material, uniforms and a scholarship.

The award presentation ceremony will be held next August 7 at Rio de Janeiro's Theatro Municipal.

### **Formare Project**

The Formare Program is an acclaimed model, developed in partnership with the IOCHPE Foundation and the Federal Technological Education Center of Paraná, which has become Brazil's first social franchise. The program contributes to the inclusion of low-income youths in the work market, through educational and professional orientation, given voluntarily by Videolar collaborators within their own work environment.

This project reaches out, in the communities where Videolar acts, to public high school students from low-income families, 15 to 17 years old, bringing them into the company's environment, where they attend lessons in a wide variety of subjects: from information technology to drama, from lab work to management. The courses are taught by volunteer educators, Videolar's own collaborators who dedicate a few hours of their time to one of the most rewarding and fulfilling activities there is: teaching. This way, they can put their citizenship in action without even leaving their workplace. Besides classes, Formare's young participants also receive benefits such as food coupons, medical and odontological care, transportation, learning material, uniforms and a scholarship.

The courses are: Logistic Operations and Services Assistant in Barueri and Plastic Production Operator in Manaus. The collaborators' involvement in the social actions promoted by Videolar makes all the difference in the development of a culture entrenched in ethic values and citizenship, in which the company and the individual can fulfill their role and embrace their social responsibility.

**Source:** Videolar S.A.