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## O<sub>2</sub> Walks Three Times Around the World

**MUNICH.** As a contribution to the health management program of Telefónica O<sub>2</sub> Germany, the company's employees walked at least 3,000 extra steps per day over the past three weeks within the context of a competition. A total of 1,107 employees competed with each other in 106 teams. The winning team was free to name a non-profit organization as the receiver of a 5,000 Euro donation which eventually went to the German Heart Centre as well as the food bank organization "Münchner Tafel". The employees walked a total distance of more than 130,000 kilometers, which corresponds to a distance three times around the earth.

Within the context of the "Motion & Health" campaign that has been launched by the German Federal Minister of Health, Ulla Schmidt, O<sub>2</sub> equipped its employees with pedometers and called them to an internal competition. At a press conference on March 11, Ulla Schmidt gave the starting signal for the "3.000 extra steps" campaign at O<sub>2</sub>. The winner was the "walk can win" team that walked an average of 252 kilometers per person over a period of three weeks. This means that each member of the winning team had walked twelve kilometers per day.

"I am happy about the enthusiastic participation of our employees in the 3000-steps campaign," says Jaime Smith, CEO of Telefónica O<sub>2</sub> Germany. "Our goal was to circle the earth twice, and now we even managed a third turn. This proves that health campaigns at O<sub>2</sub> are very popular with our employees. In fact, health management is an important cornerstone of our corporate culture."

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Amtsgericht München HRB 109061 und Telefónica O<sub>2</sub> Germany Verwaltungs GmbH. Amtsgericht München HRB 121389, beide ebenda.

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