

Arqiva is official IBC2007 show bag sponsor and pledges to plant up to 20,000 trees



As sponsors of the official IBC2007 show bag, Arqiva pledged to plant a tree for every bag taken at the show, which is a leading event for the world of multimedia content creation, management and delivery. This commitment will see Arqiva planting as many as 20,000 trees as part of Durrell Wildlife Conservation Trust's Tree Corridor programme in Brazil's Atlantic rainforest.

"We are delighted that Arqiva has extended its corporate sponsorship of Durrell Wildlife to provide direct assistance for this important project," said Dom Wormell, Deputy Head of Mammals at Durrell Wildlife. "Arqiva's commitment of up to 20,000 trees will make a considerable contribution to our Tree Corridor programme which links isolated areas of rainforest to promote the growth of sustainable populations of ecologically and culturally important species including the black lion tamarin and jaguar."

John Dunlop, Head of Marketing Services in Arqiva's Satellite Media Solutions division, said: "Arqiva, like Durrell Wildlife, works in some of the most remote parts of the world and we are delighted to be supporting them in this important conservation project. By planting a tree on every visitor's behalf we are enabling everyone at IBC to participate with us and we hope that they will share the sense of satisfaction which comes from our involvement with environmental projects."

17th August 2007

