

**Press Release**

**Nestlé Pakistan and Metropolitan Corporation of Islamabad (MCI) kick-off 'Clean Green Pakistan' Tree Plantation Drive in the Capital**

**Islamabad (March 16, 2019):** With its commitment to Prime Minister's 'Clean Green Pakistan' initiative, Nestlé Pakistan is paving the way for a sustainable environment by launching a country-wide tree plantation drive. Advancing the initiative, Nestlé Pakistan in partnership with Metropolitan Corporation of Islamabad (MCI), conducted a tree plantation activity in Rose and Jasmine Garden, Islamabad led by Mayor Sheikh Anser Aziz.

Geared at fostering a culture of sustained cleanliness and environmental well-being, the drive sheds light on Nestlé's philosophy that revolves around striving towards zero environmental impact of their operations in a systematic and consistent manner.

Speaking at the occasion, Waqar Ahmad, Head of Corporate Affairs, Nestlé Pakistan said, "The country-wide tree plantation and cleanliness drive is the result of Nestlé's global and local commitments. We will be carrying out more cleaning and tree plantation drives in partnership with 'Clean Green Pakistan' as we pledge to plant 10,000 trees in the capital with partnership with MCI." He further added, "Under the initiative, the company will be focusing on key pillars of Sanitation and Hygiene, kicking-off tree plantation drives and providing access to clean drinking water for communities. This initiative is completely aligned with Sustainable Development Goals (SDGs) including Clean Water and Sanitation, and Life on Land."

Mayor Islamabad, Sheikh Anser Aziz, while expressing his views said, "Islamabad is the capital city and face of Pakistan and we aim to enhance its green cover to make the city more environmentally sustainable. Not only do activities like these set things in motion, but also constitute a much-required push to awaken residents of the city. I would like to thank Nestlé Pakistan as they are venturing out from city to city to ensure a safe environment reflecting their commitment towards 'Clean Green Pakistan' and I hope other industry members will follow suit."

**About Nestlé Pakistan**

Nestlé is the world's largest food and beverage company. It is present in 191 countries around the world, and its 328,000 employees are committed to Nestlé's purpose of enhancing quality of life and contributing to a healthier future. Nestlé offers a wide portfolio of products and services for people and their pets throughout their lives.

**For further information, please contact:**

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