

Nokia collaborates with Free The Children to raise social consciousness of Canadian students

Joint initiative, Directors of Change, encourages youth to engage with the world around them

Toronto, ON (March 12, 2008) – Nokia and Free The Children announced today that they are working together to launch the Directors of Change program, a joint initiative that aims to create a generation of socially engaged and globally aware Canadian youth.

Directors of Change gives youth the tools to bring the world into the classroom through new forms of media and innovative use of communication technology. Each year, a dedicated team of high school students travels to developing countries such as Kenya, India and Mexico to volunteer and explore critical global issues. Guided by an experienced filmmaker, the students create a documentary film that they can share with their North American peers. Accompanying the films is a resource guide developed as an educational tool to be used in North American schools. The Directors of Change program helps youth to become healthy, engaged adults and active citizens and encourages them to make a positive contribution in the world around them.

"We are committed to having a positive impact on the society in which we work and live and giving youth the opportunity to drive changes within their communities," said Carla Carmichael, Director of Marketing, Nokia Canada. "The Directors of Change program puts youth at the forefront of the agenda and allows them to take an active role in all aspects of the program, from identifying global issues to sharing the information with their peers."

Research has shown that North American youth can feel disconnected from their communities and disempowered when it comes to making change in the world around them. The goal of the program is to have 80 per cent of primary beneficiaries – those students that are directly involved in the program – involved in new social change initiatives. Between 75 and 90 per cent of the participating students will improve their creative thinking, critical thinking, and empathetic skills. It is expected that youth volunteer groups will be formed by at least 50 per cent of classrooms using the resource guide.

"Free The Children is very excited to be working alongside Nokia and IYF on this one of a kind initiative, " said Craig Kielburger, Founder and Chair. "This program is a great way to incorporate the growing use of technology as a means of communicating the message for social change. Directors of Change will empower youth to express themselves from their unique perspective in a way that will resonate and inspire their peers. This will be our first bilingual program, providing an amazing opportunity for youth across Canada to become engaged in local and global social issues."

The Directors of Change program is offered by Free The Children and is part of a global youth development initiative of Nokia and the International Youth Foundation. Since 2000, nearly 400,000 young people in 26 countries have participated in programs that equip youth with the knowledge and skills to participate as active citizens and contribute to their communities.

About Nokia Canada

Nokia is the world leader in mobility, driving the transformation and growth of the converging Internet and communications industries. Nokia makes a wide range of mobile devices and provides people with experiences in music, navigation, video, television, imaging, games and business mobility through these devices. Nokia also provides equipment, solutions and services for communications networks. Established in 1979, Nokia Products Limited, the Canadian subsidiary of Nokia, has been bringing the best in mobile phones and enhancements to Canada to satisfy the diverse needs of Canadian consumers. Nokia has a strong national presence in Canada, with a global Multimedia R&D facility in Vancouver, global Enterprise Solutions business in Kanata, and the national Head Office responsible for sales and marketing of mobile phones in Ajax. Since January 2006, Nokia has launched at least one new handset in the Canadian marketplace each month and there are currently over 40 Nokia handsets available to Canadian consumers.

About Nokia - Community Involvement

Nokia is committed to having a positive impact on society that extends beyond the advanced technology, products, and services it creates. It has invested in community projects supporting young people and education in 30 countries, benefiting more than one million young people. The company has an active employee volunteering program which last year saw its employees give more than 18,000 hours to local community projects. Nokia is also supporting innovative technology projects designed to bridge the digital divide and bring the benefits of mobile technology to communities around the world. More information about Nokia is available at: www.nokia.com.

About Directors of Change

The Directors of Change program aims to create a generation of socially engaged and globally aware Canadian youth are equipped to take action in their own communities and contribute to the lives of their disadvantaged peers. Through the program, secondary school students immerse themselves in a developing country community, learning how to make short documentary films and contributing as volunteers. For each film that is produced, corresponding resource materials are developed and used as educational tools in 200 classrooms. Implemented by Free the Children, the Directors of Change program is part of a global youth development initiative of Nokia and the International Youth Foundation. For more information go to www.freethechildren.com/directorsofchange.

About Free The Children

Free The Children is the world's largest network of children helping children through education, with more than one million youth involved in innovative education and development programs in 45 countries. Founded in 1995 by international child rights activist Craig Kielburger, Free The Children has a proven track record of success. Through the energy and passion of youth, Free The Children has built more than 500 schools around the world, shipped more than \$15 million US in essential medical supplies, and provides education for 50,000 children everyday. The organization has received the World's Children's Prize for the Rights of the Child (also known as the Children's Nobel Prize), the Human Rights Award from the World Association of Non-Governmental Organizations, and has formed successful partnerships with leading school boards across Canada as well as Oprah's Angel Network in the United States. For more information please visit www.freethechildren.com

About the International Youth Foundation

The International Youth Foundation (IYF) invests in the extraordinary potential of young people. Founded in 1990, IYF builds and maintains a worldwide community of businesses, governments, and civil-society organizations committed to empowering youth to be healthy, productive, and engaged citizens. IYF programs are catalysts of change that help young people obtain a quality education, gain employability skills, make healthy choices, and improve their communities. To learn more visit www.iyfnet.org.

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