

PRESS RELEASE

FOR IMMEDIATE RELEASE

NON- PROFIT ORGANIZATION, WHICH CHAMPIONS DIVERSITY, INTRODUCES NEW COUNCIL TO PROMOTE CORPORATE CITIZENSHIP.

National Diversity Council, an organization which advocates diversity in the workplace and communities, presents the Council for Corporate Responsibility. The Council for Corporate Responsibility promotes good corporate citizenship in all facets of the company.

12.02.2010- The National Diversity Council is excited to introduce the Council for Corporate Responsibility, (CCR). CCR defines Corporate Responsibility as a company's belief that the true measure of its wealth is directly linked to its efforts to prosper its employees and the communities in which it does business. Actions driving corporate citizenship are fluid and effortless as they are embedded in the organization's value system. While many companies' CR efforts began with a focus on environmental sustainability, this is only one aspect of CR. A holistic approach to CR embodies consistent work in the following areas: Diversity & Inclusion, Environmental Sustainability, Governance, Global Enrichment, Organizational Health, Philanthropy, and Supply Chain Integrity.

The Council for Corporate Responsibility hosts conferences and training events tailored for the audience of senior leaders invested in the Corporate Responsibility efforts of their organizations. Together, we explore the ever-changing challenges and corresponding solutions to driving sustainability through good corporate citizenship.

Training sessions are also available for those new to the arena of Corporate Responsibility, and business partners (professionals in Finance, HR, Diversity, Recruitment, Community Relations, Marketing, etc.) whose efforts have direct or indirect impact in CR.

The Council for Corporate responsibility believes in the ability of organizations to drive positive changes in the global community. CCR believes in the power of multiplication through a group of companies, organizations, and individuals united in their commitment to responsible business practices.

The Council for Corporate Responsibility brings companies together to learn, share and implement sustainable, effective corporate responsibility practices. We believe that good corporate citizenship is good for business. We invite you to join us for this journey. More information can be found at www.uscorporateresponsibility.org

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Media Contacts:

Patrina Dean, National Diversity Council
patrina.dean@nationaldiversitycouncil.org