



## NEWS

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### **IMMEDIATE RELEASE**

## **FORD MOTOR LAUNCHES 6TH CONSERVATION AND ENVIRONMENTAL GRANTS IN CAMBODIA**

- **2007 FORD GRANTS PROGRAM FOCUSES ON ENVIRONMENTAL PROTECTION & HERITAGE CONSERVATION IN CAMBODIA.**
- **WITH USD \$25,000 IN GRANTS, THIS YEAR FORD IS RECOGNIZING THE EFFORTS AND ACHIEVEMENT OF ORGANIZATION AND INDIVIDUALS FOR SIGNIFICANT CONTRIBUTIONS IN TWO CATEGORIES – “NATURAL ENVIRONMENT PROTECTION” AND “HERITAGE CONSERVATION”.**
- **FORD GRANTS ARE NOW OPEN TO APPLICATIONS UNTIL NOVEMBER 10, 2007**

PHNOM PENH, September 19, 2007 – Ford Motor Company, in partnership with their local exclusive Ford distributor – R.M. Asia, launched the sixth annual Conservation & Environmental Grants, Cambodia Program today. Grants totaling USD \$25,000 will be awarded to deserving projects within the areas of conservation and preservation of the environment, culture and heritage.

“RM Asia with the support of Ford Motor Company is fully committed to the success and growth of this program in Cambodia” said Jean Boris Roux, Country Manager of R.M Asia, “It would be impossible for the Ford grants to support all the projects we receive but I have every confidence that our highly respected and distinguished panel of jurors will do their best to allocate the grants in a wise and fair manner, to projects that would benefit most from the funding support”

With today’s announcement, the Ford Grants are now open to applications until November 10, 2007. Non-profit individuals or groups are invited to submit an application, providing detailed information about the project, including how much funding they require, and how the funds will be used. Projects eligible for the Ford Motor Company Conservation and Environmental Grants fall within the following two areas:

- Natural Environment – project to conserve flora, fauna and/or their respective habitats; and project to reduce the rate of consumption of natural resources and/or pollution, and
- Heritage – projects to conserve man-made aspects of national or Asian heritage, and cultural art forms.

Interested candidates please call (855) 023 – 214 214 / 023 – 219 462. Application forms for projects are available at R.M. Asia – Ford Showroom or to request an application via mail to [phivorn@rmasia.net](mailto:phivorn@rmasia.net) or they may download it directly from the link on our website <http://WWW.RMASIA.NET>

Applications will be reviewed by a jury panel independent from Ford Motor Company, comprised of five experts active in the governmental and educational arenas, with well-established credentials in the environmental and cultural fields. The 2007 Ford Grants winners will be announced in December, 2007.

“The Ford Grants program has been constantly evolving ever since its first year in Cambodia in 2002. This evolution is necessary in order to stay in step with changing developments in environmental protection and conservation, and to help focus public attention on environment protection efforts in Cambodia” said Jeff Eggen, Ford Export Operations, Asia Pacific Regional Manager, “Ford Grants hopes to provide grants to those creative projects focused on conservation and preservation of the environment, culture and heritage.”

“Mobilizing and leveraging community participation is a great direction for the Ford Grants this year,” said His Excellency Son Soubert, Member of the Constitutional Council, who’s known as Chief of Juror of Ford Grants, “I believe the concept of community-centered environment protection is going to be a driving force for Cambodia’s environmental protection in the future years”

The jury panel is independent of RM Asia and Ford Motor Company. The panel will consider each application based on its merits for usefulness and practicality, dedication and commitment of its participants, financial need, originality, and replicability.

The 2007 jury members are:

- His Excellency Son Soubert, Member of the Constitutional Council of the Kingdom of Cambodia
- Her Excellency Keth Sam Ath, Director of General Gender Equality and Economic Development, Ministry of Women's Affairs
- Mr. Sek Bariso, Director, Anti-Corruption Coordinated-Action Program, PACT Cambodia
- Mr. Neou Bonheur, Project Director of Tonle Sap Lake Environmental Management Project, Mekong River Commission, and
- Mr. Daravuth LY, Director of Reyum Institute

Today, the Ford Grants is one of the largest programs of its kind in the world. The program evolved from the Henry Ford European Conservation Awards established in Britain in 1983. Over the years it has received more than 22,000 project submissions and involved more than 120,000 people and organization in 60 countries throughout Europe, Central and South American, the Caribbean, Asia and the Middle East.

For more information about Ford Grants, please check with the following sources:

Website: [www.media.ford.com](http://www.media.ford.com) [www.rmasia.net](http://www.rmasia.net)

Email: [fordgrants@rmasia.net](mailto:fordgrants@rmasia.net) / [phivorn@rmasia.net](mailto:phivorn@rmasia.net)

Hotline: (855) 023 214 214

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### **The Ford Motor Company Environmental Pledge**

*“Ford Motor Company is dedicated to providing environmental solutions that will position us as leader in the automotive industry of the 21<sup>st</sup> century. Our actions will demonstrate that we care about preserving the environment for future generations. “*