

23 November 2006

### Local company supports festive spirit in Broadstone

**Generous sponsorship from Poole-based Siemens Traffic is helping the Christmas lights in Broadstone, Dorset to shine brightly this festive season. The company has made a £500 donation to the town's impressive Christmas tree and lights display, which was officially switched on by Tony Walsh, Engineering Director from Siemens, on Wednesday 22 November.**

Commenting on the donation on behalf on Siemens, Tony Walsh said: "The Christmas tree and lights look fantastic and we hope they will be thoroughly enjoyed by the residents of Broadstone. Judging by the smiles on all the children's faces when they were turned on, they already are! This is a great way for Siemens to give something back to the local community we work in."

Siemens has a long standing tradition of being actively involved in the community and trying to 'make the world a better place'. As part of the company's Caring Hands programme Siemens donates funds to various charities throughout the year selected from organisations nominated by the company's staff members.

The official lighting up ceremony was accompanied by music from the Broadstone Community Concert Band and traditional Christmas Carols from the Broadstone Choir. The lights were organised by the local Chamber of Trade.

**Photograph shows children at the official Christmas lights switch-on in Broadstone on Wednesday 22 November.**

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### **About Siemens Traffic Controls**

As part of the Siemens Industrial Solutions and Services (I&S) group, Siemens Traffic Controls designs, manufactures, installs and maintains a wide range of traffic engineering products and systems to enhance road safety and improve traffic flow in congested urban and inter-urban areas. In the United Kingdom, the company installs and maintains more traffic infrastructure than any other company and has 700 employees including 350 skilled service engineers dedicated every day of the year to maintaining over half of all traffic control equipment installed on the UK road network. The Siemens Industrial Solutions and Services Group (I&S) is an integrator of systems and solutions for industrial and infrastructure facilities, and global service provider for the plant and projects business covering planning, installation, operation and the entire life cycle.

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