

Lisbon - Portugal, December 4th 2014

According to estimates, only 4 to 6% of the population volunteer their time

Sonae Sierra launches "Help Spot - Liga-te ao Voluntariado" to boost volunteering in Portugal

- **A joint initiative with ENTRAJUDA and its volunteering portal "Dar e Receber.pt"**
- **The goal is to "connect" those in need to those willing to help**
- **It's present in the 21 Sonae Sierra's shopping centres in Portugal**
- **Each Centre has a "Help Spot" with the institutions in their region**

Time has no price, but it has value. Therefore, Sonae Sierra, the international shopping centre specialist, has joined ENTRAJUDA to mobilize Portuguese people to donate their time do causes and projects that can make a difference in the lives of many people. It will be done through **"Help Spot - Liga-te ao Voluntariado"**, a program to boost volunteering in Portugal that will involve the 21 shopping centres of the company in the country.

The partnership between Sonae Sierra and ENTRAJUDA starts today, December 4th, the eve of the International Volunteer Day, and is celebrated with the launch of Centro Colombo's "Help Spot".

This is a joint initiative with the solidarity project "Dar e Receber.pt" (<http://darereceber.pt>), promoted by ENTRAJUDA, aimed not only at making the population aware of volunteer work but also at creating meeting points between those willing to help and institutions in need of help. That was the mission of the "Dar e Receber.pt" portal, through its online pool of volunteers, but now the **"Help Spot - Liga-te ao Voluntariado"** initiative provides a physical dimension, since in every Sonae Sierra shopping centre, people will be in touch with local institutions and have access to detailed information on the projects that need volunteers.

The other 20 "Help Spots" will start operating in December 8th and, for 2015, new initiatives are being planned to strengthen this objective.

Across all Sonae Sierra shopping centres, volunteering is now the structuring axis of the company's Social Responsibility policy which, by creating the conditions and tools to promote volunteering, aims to encourage citizens to act and increase the number of volunteers in Portugal and the evermore relevant role of volunteering in social cohesion.

To bring about a first contact with volunteering

"We believe many Portuguese people aren't volunteers yet because they haven't come across a situation that leads them to make that decision. These meeting points will make it easier to disseminate the needs, deprivations and urgent situations close to us, that lead us to think we can indeed help to make a difference, once a week or half an hour per day", states João Correia de Sampaio, Sonae Sierra's Director responsible for the management and letting of shopping centres.

The goal of the **"Help Spot - Liga-te ao Voluntariado"** is to take advantage of the high number of people that visit shopping centres everyday in order to establish a contact between those in need to those willing to help, giving potential volunteers a concrete notion of the tasks need, helping them choose what best fits their profile and time available to spend on volunteering.

Local institutions in need of volunteers will be present at each **"Help Stop - Liga-te ao Voluntariado"**. Those institutions are already registered at the "Dar e Receber.pt" portal and the tasks where help is required are duly identified.

So, besides encouraging visitors to become volunteers and carrying out at the centre some actions to enable their first contact with this reality, each space will make available a computer to register in "Dar e Receber.pt", choosing the "Dar Tempo" (donate time) option and selecting the tasks they're willing to perform.

There are dozens of projects and tasks seeking help, from visiting and keeping company with the elderly to preparing occupational workshops for them, or teaching families in need how to better manage their budget, making small sewing repairs, refurbishing or painting children areas, or carrying out leisurely activities with children or handicapped people.

About Sonae Sierra

Sonae Sierra, www.sonaesierra.com, is the international Shopping Centre specialist, with a passion for creating innovative shopping experiences. The Company owns 46 shopping centres with a market value of more than €5.9 billion euros, and is present in four continents and 14 countries: Portugal, Algeria, Azerbaijan, Brazil, China, Colombia, Germany, Greece, Italy, Morocco, Romania, Russia, Spain and Turkey. Sonae Sierra manages and/or lets 82 Shopping Centres with a total Gross Lettable Area of 2.6 million m² and about 8,300 tenants. In 2013, the Company welcomed more than 406 million visits in the Shopping Centres it manages. Currently, Sonae Sierra has six projects under development, including three for clients, and four new projects in pipeline.

About ENTRAJUDA

ENTRAJUDA is a private charity aimed at supporting other institutions in terms of organization and management, with the goal of improving their performance and efficiency for the benefit of people in need.

Based on the mobilisation and involvement of people and companies of good will, ENTRAJUDA diagnoses the problems and needs of institutions, offers solutions, mobilizes partners and volunteers, implements solutions and evaluates impact and performance. ENTRAJUDA launched the Dar e Receber Portal through a partnership with Cáritas Portuguesa, with the purpose of bringing together in a portal the Volunteer Pool and Asset Bank to make it easier to volunteer and donate assets and equipment, bringing closer together those willing to give and those in need of receiving.