



Konica Minolta launches Interactive Green Game – Tomorrow in Mind 2015



Singapore, 3 April 2015 | Konica Minolta Business Solutions Asia launches **Tomorrow in Mind 2015** – a campaign to spread awareness and encourage everyone to be a responsible corporate citizen.

A micro-site (<http://www.konicaminolta-asia.com/TomorrowInMind2015/>) has been set up by Konica Minolta, with an interactive game and quiz for users to participate in order for a chance to win prizes, test their knowledge and learn more about green and conservation efforts. The key emphasis of the Tomorrow In Mind campaign is that every single individual and organisation, through small actions in their daily lives, can create a collective positive impact on the environment.

Through the micro-site, the game promotes awareness of recycling, whereby users are able to find out how much they know about recycling items. In addition, there is also a quiz which tests their knowledge about Konica Minolta's green efforts and general knowledge about conservation.

The contest is open to residents (above 18 years of age) from Singapore, Malaysia, Indonesia, Vietnam, Thailand and Myanmar, and will run for a period of 4 weeks from now to



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22 April 2015. Prizes include items, which ties in well to the environmentally-friendly theme. Winners will be notified via email within 7 working days from 22 April 2015.

“This campaign echoes Konica Minolta’s philosophy, which is to be accountable, and that our actions should contribute to the creation of a sustainable environment. Through the Tomorrow in Mind 2015 campaign, we aim to educate, inspire, empower and involve the efforts of every single individual for a greener and cleaner future in a fun and interactive manner, because we believe that the future of the earth is, literally, in everyone’s hands,” said Ms Celine Long, Marketing Manager, Corporate Branding and Marketing, Regional Headquarters, Konica Minolta Business Solutions Asia.

An organisation dedicated to the preservation of the environment, Konica Minolta established Eco Vision 2050 in 2009, to achieve its future objectives and fulfil its responsibility as a global corporation by contributing to a sustainable earth and society. Eco Vision 2050 is a set of long-term goals that looks all the way out to the year 2050, focusing on the three aims of preventing global warming, promoting resource recycling, and preserving biodiversity.

In line with the organisation’s commitment to Giving Shape to Ideas, Konica Minolta will continue contributing to solutions for social challenges and drive environmentally innovations.