

Nigerian company sponsors green initiative

Nigerian insurance company IEI is to sponsor CNN International's latest programming initiative *Going Green: Green Light for Business*



CNN International announced today that Nigerian insurance company IEI will sponsor CNN International's newest programming block, dedicated to exploring global companies who are making a positive impact on the environment while trying to make a profit. The *Going Green: Green Light for Business* programming will begin from 5 July across CNN screens in Europe, the Middle East and Africa; the first of three blocks over the next six months with IEI commercial spots and billboards attached. The association complements IEI's commitment to providing world class insurance solutions to the energy sector and promoting sustainable business.

Going Green: Green Light for Business, sees CNN's team of reporters across Asia, Latin America, Europe and the United States deliver audiences a close-up look at what it takes to “green-up” a business, explore the costs and the risks and determine whether it makes good business sense. The week-long coverage will culminate on a 30-minute special including a look at the G-8 summit in Italy where climate change will feature heavily on the agenda for world leaders.

Rani R. Raad, SVP Ad Sales, CNN International commented; “IEI are the first Nigerian insurance company to partner with us and we're delighted to have them on board as sponsor for such a relevant, robust slate of programming. In times of recession, green business solutions become even more important and we look forward to maximising IEI's association with ‘Green Light for Business’ and connecting their brand with our audiences worldwide”.

We all need to be responsible

Josephine Aligwekwe SVP Corporate Communications, IEI commented: “As a company, we have many years experience in energy insurance, asset management, pension, savings and loans as well as a strong passion for customer welfare. Climate change affects our global environment and impacts our customers and so we all should be responsible for trying to stem the drastic effect it has on our environment. In a bid to contribute to this cause, we have teamed with Dr. Newton Jibunoh in his ‘Fight Against Desert Encroachment’ (FADE) programme, which is featured in one of our commercials on CNN.”

The final two instalments of the *Going Green* series will air in October and November. IEI's campaign includes association of programme vignettes which will air throughout the series as well as association billboards produced by CNN's in-house commercial production team Turner Commercial Productions (TCP). IEI corporate commercials will air within each *Going Green* special along with CNN-created sponsored promos showing the IEI logo.

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