

Warner Bros. Entertainment Highlights Corporate Responsibility Efforts with Re-Launch of WBCitizenship.com

BURBANK, Calif., Dec. 16 /CSRwire/ - As a global corporate citizen for nearly a century, Warner Bros. Entertainment is now sharing its corporate responsibility efforts with the world through the newly re-launched website, WBCitizenship.com. The re-designed site serves as a homepage devoted to the studio's corporate responsibility (CR) programs and initiatives across its four key focus areas – creative content, community, sustainability and workplace – and provides news, employee spotlights and engagement opportunities through social media channels.

“Corporate responsibility has long been a priority at Warner Bros., and the re-launch of WBCitizenship.com is intended to promote greater awareness of our work in this space,” said Susan Fleishman, Executive Vice President, Worldwide Corporate Communications & Public Affairs, Warner Bros. Entertainment. “These programs and initiatives impact and inform how we conduct our business, support our employees, and interact with the communities in which we work and live, and we’re excited to share these important efforts with our global audiences.”

In addition to providing an evergreen source of information concerning Warner Bros.’ ongoing work in the CR space, WBCitizenship.com introduces several new elements to its dynamic, user-friendly site. The re-designed homepage now includes a content slider featuring rotating clickable images built around core programs and initiatives; a Progress Tracker highlighting current CR activities at Warner Bros., such as percentage of biodiesel consumed on TV and film productions; an employee spotlight celebrating employee contributions to the local community; and weekly blog posts communicating the latest news, events, and projects happening around the company.

Additionally, WBCitizenship.com invites visitors to further engage through social media channels by liking and following this evolving content through its corresponding Facebook and Twitter pages, as well as by sharing the content through multiple social platforms.

Warner Bros. worked with Column Five Media, a leading creative content producer, to re-design the WB Citizenship website.

For further information and to obtain the latest news about Warner Bros.’ CR efforts, please visit www.wbcitizenship.com.

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