

Message in a bottle

A woman with one million people and one million trees – Silvia Bucur

We continue to present sensational women in our [121 LIVE](#) shows every Wednesday. On May 30th, we invite you to meet Silvia Bucur, Managing Director PRAIS Corporate Communications and founder of PRAIS Foundation. Her passion for communication, and especially people and nature, determined her to create many wonderful projects along her career.

In 1996 Silvia Bucur established the integrated communication consultancy firm [PRAIS Corporate Communications](#), after she had previously coordinated the PR activities within Coopers&Lybrand for 5 years.

For over 16 years, Silvia has created and coordinated, together with her team, annual PR and brand communication strategies for major multinational companies and professional associations.

In 1998, Silvia created and implemented for 8 years, together with her team, the national program entitled “Nutrition World!” awarded in Tokyo in 1999 with the IPRA Golden World Award and IPRA Grand Prize for the best PR program.

Silvia is also a founding member of the Association of Romanian PR Professionals and of the Club of Romanian PR Companies; she was given 2 “Chair for Romania” mandates within IPRA – International Public Relations Association, brought her modest contribution to the crisis communication manual published by Cristina Coman, delivered many communication presentations at the Faculty of Journalism and UNIBUC – communication department; was a member of the Communication Olympiads.

Loyal to her belief, she established the [PRAIS Foundation](#) 10 years ago, in 2002, with a view to educating and informing the young generation, their families, for a healthy lifestyle, concern for the nature, civic attitude, supporting the access to personal development and resources in a sustainable economy based on ethics and moral values. Within this context, she launched the UNEP-recognized “Millions of People, Millions of Trees” national movement in 2006 which is part of the global “Plant for the Planet” campaign and engaged over 700 organizations and 150,000 volunteers and employees across the country which planted over 53 million trees in the country over the last 5 years.

Then she initiated the movement “I’m living healthy too! SETS” launched in 2011 – internationally recognized today within the Ecode International Network – EIN, being an active member hereof, in addition to other 21 national programs based on the same methodologies, from 13 countries. The SETS objective is to combat child obesity and promote a healthy lifestyle – 68,000 pupils and members of their families from 219 schools from Bucharest and Roman are currently engaged in the movement.

We invite you to get to know Silvia Bucur at [121 LIVE](#) show on Wednesday, May 30th, as of 14:00 hrs, at [RadioLynx.ro](#). We expect your questions for our guest here, on the website or live, during the show, on chat or by phone.

