

Miratel Solutions Builds on Corporate Social Responsibility (CSR) Values with AODA Certification

Miratel Solutions, a Canadian call centre, eCommerce and letter shop mail house that specializes in providing professional fundraising services proudly announces the completion of the first phase of their Accessibility for Ontarians with Disabilities Act (AODA) certification. Miratel strives to be one of the leading CSR companies in Canada and looks forward to full AODA certification in February 2011.

Toronto, Ontario Since its inception in 2000, Miratel has been dedicated to maintaining the highest standards of integrity, workplace conduct, employment standards and business ethics. Today that dedication is reflected in their Corporate Social Responsibility (CSR) principles which include extensive green initiatives and social justice mandates which the certification of the Accessibility for Ontarians with Disabilities Act (AODA) program builds upon.

The AODA was passed in June 2005 with the goal of creating standards to improve accessibility across the province of Ontario. The purpose of the AODA is to benefit all Ontarians by:

1. developing, implementing and enforcing accessibility standards in order to achieve accessibility for Ontarians with disabilities with respect to goods, services, facilities, accommodation, employment, buildings, structures and premises; and,
2. providing for the involvement of persons with disabilities within the Government of Ontario and within the private sector in the development of the accessibility standards.

Miratel's commitment to AODA standards and certification is an expansion on their CSR values. As a highly visible Toronto call centre that employs over 300 individuals in such a diverse city, employment equity is paramount. Miratel expects 100 percent of their staff to be trained, tested and certified in January 2011 spearheaded by their Certified Human Resources Professional (CHRP) Sonia Iafate and Business Development Manager Desi Cabrera who explains staff response to AODA training:

"AODA training has been very successful so far and our employees have shown a keen interest in learning about how to assist customers who have different needs. On average, staff have scored 96% on their testing. They get excited when they receive their certificate as it is not only useful for their role with Miratel Solutions, but also for their own personal growth and development."

AODA certification is the latest addition to Miratel's broad range of social justice mandates which includes:

- a) adherence to internationally accepted legal principles and the laws of the countries in which it conducts business
- b) respecting the privacy rights of its employees, customers, and suppliers and supports each through documented policies and extensive PCI compliant data security within secure monitored facilities

- c) Miratel promotes a work environment of equal opportunity for all employees and does not engage in unlawful discrimination
- d) A Certificate of Commitment to implement an Employment Equity Policy and Program to achieve equality in the workplace so no person shall be denied employment or benefits for reason unrelated to ability and correct the conditions of disadvantage in employment. Groups include women, Aboriginal peoples, persons with disabilities and members of visible minorities. This will be fully implemented by August 1, 2011 and employees will be surveyed by January 2011
- e) A Health and Safety Program to maintain a safe and healthy work environment that is free of violence and harassment for all of its employees and consistent with the Occupational Health & Safety Act and other applicable legislation. To further support this goal, a Joint Health and Safety Committee has been established to monitor and regulate our work environment through regular meetings to assess practices, make recommendations and conduct site inspections. Miratel also ensures select employees have completed St John's CPR course
- f) Miratel vets all suppliers and distributors to ensure they comply with applicable laws and generally accepted principles relating to business ethics and fair wage/fair labour standards

Miratel maintains a distinguished client base representing some of Canada's largest and most reputable nonprofit organizations and Miratel will continue to mirror the heightened accountability of these partnerships. Miratel is committed to continuing to build on their reputation as a leading CSR business as that was the original foundation of the company and remains their hallmark to this day.

About Miratel:

In spring of 2000, Miratel was founded with the intention of becoming a premier fundraising call centre providing cost-effective services while applying the highest standards of integrity, workplace conduct and business ethics to every business decision. Throughout the years and having experienced over 300% growth, Miratel is proud to operate under the same principles today. Miratel takes pride in being known as a green call centre and is dedicated to upholding that reputation and making a lasting, positive difference in the world.

Miratel is an industry leader in providing end-to-end managed services including inbound and outbound call centre solutions, eCommerce and letter shop mail facilities. Miratel has the capacity to manage projects that vary greatly in size and duration with flexible, robust technology and an expansive and highly skilled team. Miratel's multilingual services are available 24 hours a day, 365 days a year via phone, online and email.

To learn more, you can visit their website at <http://www.miratelinc.com> and their blog at <http://www.miratelinc.com/blog>. Follow them on Twitter at <http://www.twitter.com/miratel>.