

Press Release

Alpha Bank Cyprus Successfully Completes the “Alpha Spend & Win” Program

Travel packages of a total worth of €120,000 handed over to the winners

Alpha Bank Cyprus announces the successful completion of the “**Alpha Spend & Win**” program, designed to reward its Customers for using Mastercard cards in their daily transactions.

The program ran from 15 December 2024 until 31 March 2025 and gave participants the opportunity to win travel gift vouchers from Let's Go Tours by Amathus, for air tickets, accommodation, and cruises. A total of **27 gift vouchers** were drawn, including two vouchers worth **€10,000** each and 25 worth **€4,000** each, with the total value of the prizes amounting to **€120,000**.

The program was extremely well received by the Bank's Customers, with a large number of entries from all districts in Cyprus. Each euro spent with an Alpha Bank Cyprus Mastercard card corresponded to one entry in the draw, thus offering more chances to Customers who made a higher number of transactions. The total minimum transaction amount was set at €5,000.

The prizes were awarded at a special event held by Alpha Bank Cyprus on 11 June 2025 in Larnaka, in the presence of Bank executives. In a summer atmosphere, the lucky winners received their gift vouchers and were given the opportunity to share their joy and plans for their future travels.

Alpha Bank Cyprus wishes to warmly thank its Customers for participating in the program and for their trust over the years, assuring them that it will continue to offer innovative products and services with high added value that improve their everyday life and create unique experiences.



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