



ALPHA BANK

Press Release

Alpha Bank Cyprus Ltd “adopts” the Special Olympics athlete Christina Michael

With a sense of responsibility and contribution to society, Alpha Bank Cyprus Ltd has undertaken, under the “Adopt an Athlete” Programme of the Cyprus Special Olympics Federation (CSOF), the financial support of athlete Christina Michael, in view of her participation in the Special Olympics World Games, to be held in Berlin between 17 and 25 June 2023.

Christina, a swimming athlete and member of the Cyprus Special Olympics Federation for several years, has participated in various sports delegations abroad. At this year's Special Olympics World Games, she will compete in the 50m freestyle, 50m breaststroke and 4x50 freestyle relay races.

The purpose of the Special Olympics is to help integrate people with different abilities into society. At the same time, participation in sports competitions provides them with the opportunity to improve their physical condition and develop self-respect, self-confidence, mutual respect and become part of society, in an environment that fosters acceptance, appreciation and respect.

Elena Constantinou Riri, Marketing and Public Relations Division Manager of Alpha Bank Cyprus Ltd, stated: *“In the framework of its Corporate Responsibility, Alpha Bank Cyprus Ltd implements yet another act of social contribution, promoting acceptance, respect for diversity and the sporting ideal, aiming at equal access to sport for all. It is a great pleasure and honour for our Bank to ‘adopt’ Christina and support her in this effort. We wish her good luck!”*

A few words on the “Adopt an Athlete” Programme:

The main purpose of the Cyprus Special Olympics Federation (CSOF) is to help persons with different abilities through sport. In order to support athletes participating in international competitions, the CSOF has created the “Adopt an Athlete” Programme, which enables individuals, companies, foundations and various other independent bodies to “adopt” CSOF athletes, covering all or part of the expenses relating to their participation in competitions. The cost for each athlete includes accommodation, food, air tickets and sports equipment.

Nicosia, 16 June 2023

together
SOCIAL RESPONSIBILITY ALPHA BANK