

## Press Release

### **Alpha Bank Cyprus and Europa Donna Cyprus join forces with COCO-MAT for “The Pillow Positive Project”**

**TOGETHER, we become one heart for women who are fighting**

**Alpha Bank Cyprus Ltd** joins forces with **Europa Donna Cyprus** and the **COCO-MAT** company, for the transfer and implementation of “**The Pillow Positive Project**” to Cyprus. It is an initiative that seeks to raise awareness and inform society about breast cancer, as well as to offer practical support to women who have undergone surgery.

The official announcement of the project took place in the framework of a joint press conference held on Wednesday, June 5 at the House of Europa Donna. “The Pillow Positive Project” is an initiative by COCO-MAT, which, since 2012, has been supporting thousands of women who have undergone surgery due to breast cancer, by offering them heart-shaped pillows. Through the partnership with Alpha Bank Cyprus, and Europa Donna Cyprus, the pillows of “The Pillow Positive Project”, will be offered free of charge to recovering women in Cyprus as a symbol of support and positive energy.

In his short greeting, Mr. Miltos Michaelas, CEO of Alpha Bank Cyprus, pointed out that “Consistent with its Corporate Responsibility Program, the Bank has been strategically seeking throughout the years to give rise to initiatives that have a substantial impact on society, responding with respect and responsibility to the role it has undertaken, working towards a sustainable future for us and the next generations”.

In this context, he said “and considering the impact of the COCO-MAT initiative in Greece, we sought to bring this action in Cyprus TOGETHER. Thus, by inviting Europa Donna Cyprus with which Alpha Bank Cyprus has maintained a close cooperation for several years now, we established a framework through which the project will support and honor all women fighting for the right to life and in Cyprus”. Mr. Michaelas added that “it is really a particularly valuable project that is in line with the Bank’s human-centered philosophy, setting as its main goal the support of vulnerable social groups, as well as organizations with a significant impact on society”.

On her part, Ms. Stella Mastora, President of Europa Donna Cyprus, pointed out the special importance of this initiative and the support it will offer, since the pillows of “The Pillow Positive Project” shall be given free of charge through Europa Donna Cyprus, to women recovering from mastectomy or tumorectomy. Taking the opportunity, Ms. Mastora once again underlined the necessity of developing better health services and the urgent need for early diagnosis of breast cancer. “*By partnering with Alpha Bank Cyprus and COCO-MAT we are sending the message to women coping with cancer that they are not alone in this journey*”, she noted.

On behalf of COCO-MAT, Mr. Christos Bobolias, Chief Operating Officer, after analyzing the project’s multiannual action, explained that the heart pillows are given to women in the very first post-operative stage, directly aiding their faster recovery. The shape of the pillow, he said, “allows women to hold it under their arm, relieving pain, helping to reduce swelling and protecting the incision site”. Referring to Alpha Bank Cyprus’ initiative to bring the project to Cyprus and offer the pillows through Europa Donna Cyprus, Mr. Bobolias stated: “*It is our*



**ALPHA BANK**

*honor to offer the “Pillow Positive” pillows to women fighting breast cancer. Our aim is not only to provide physical relief, but also a message of hope and support. We express our gratitude to Alpha Bank Cyprus and Europa Donna Cyprus for their cooperation and commitment to this important project”.*

Through “The Pillow Positive Project”, COCO-MAT, Alpha Bank Cyprus and Europa Donna Cyprus, TOGETHER, become one heart for women who are fighting.

For further details about the pillows of “The Pillow Positive Project”, interested women may obtain relevant information via the Alpha Bank Cyprus branch network all over Cyprus and by contacting Europa Donna Cyprus.

**-THE END-**

Nicosia, 5 June 2024

**together**  
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