

# Press Release

## Alpha Bank Cyprus Ltd: Supporting those in need for yet another Easter

Fully aware of its role and responsibility, Alpha Bank Cyprus Ltd is constantly taking initiatives to support the Cypriot society and in particular the most vulnerable groups in practical ways. Therefore, as part of its Corporate Responsibility, the Bank is carrying out social contribution activities in the run-up to Easter.

More specifically, Alpha Bank Cyprus Ltd is participating in the Pancyprrian Campaign of the Pancyprrian Volunteerism Coordinative Council titled “**Adopt a family for Easter**”, which aims to provide basic necessities to vulnerable families during the Easter period. For yet another year, the Bank is taking part in the campaign, offering financial assistance for the purchase of necessities, so that every family without exception can enjoy a wonderful Easter meal.

Alpha Bank is also offering financial support to Europa Donna Cyprus, enabling it in this way to help the families of cancer patients in need, in a joint effort to give everyone the opportunity to celebrate Easter.

Once again, Alpha Bank demonstrates love for our fellow human beings, responding promptly and in practical ways to the call for supporting initiatives for the welfare of the Cypriot society.



Nicosia, 6 April 2023