



ALPHA BANK

# Press Release

## **Alpha Bank Cyprus supports patients with kidney diseases**

*Main Sponsor of the 33<sup>rd</sup> Annual Awareness and Prevention Week*

**Alpha Bank** Cyprus expresses its long-standing solidarity to kidney patients by actively supporting the work of the **Cyprus Association of Kidney Patients' Friends**. For yet another year, the Bank was the **Main Sponsor** of the **33<sup>rd</sup> Annual Awareness and Prevention Week for Chronic Kidney Disease**, contributing to actions aimed at raising awareness and prevention.

With a focus on the central message of this year's global campaign "Are Your Kidneys OK? Detect early, protect kidney health", in addition to the financial support it provides, Alpha Bank Cyprus actively participated in the Pancyprian Fundraising Campaign by offering its Branch Network for the sale of €2, €5 and €10 donation vouchers, available from the 10<sup>th</sup> until the 21<sup>st</sup> of March.

The awareness raising activities organised during the Awareness and Prevention Week aimed to inform citizens on kidney diseases and the significance of early diagnosis.

Stressing the importance of the campaign, the Marketing and Public Relations Manager of Alpha Bank Cyprus, Ms. Elena Constantinou Riri, stated: "Recognising the ever-increasing role of Corporate Social Responsibility, Alpha Bank Cyprus is committed to making a substantial contribution towards the creation of a more sustainable and supportive social environment. Through targeted initiatives and actions, it responds to the real needs of Cypriot society, strengthening solidarity and social cohesion.»

Through a person-centred approach, Alpha Bank Cyprus continues to actively support society, investing in initiatives that make a difference and improve the quality of life of our fellow citizens.

Nicosia, 24 March 2025

**together**  
SOCIAL RESPONSIBILITY ALPHA BANK