

Press Release

Alpha Bank Cyprus participates in the global #ShowYourKidneys campaign

Our aim is to raise public awareness on chronic kidney diseases

In the context of the 32nd Annual Awareness and Prevention Week for Chronic Kidney Disease, **Alpha Bank Cyprus Ltd** has participated, together with its **Staff**, in the global **#ShowYourKidneys** campaign, honouring 14 March, **World Kidney Day**.

The **#ShowYourKidneys** initiative is part of a broader effort to raise awareness in society on information, prevention and recognition of the risk factors associated with chronic kidney disease. Using Social Media as its main platform, this global movement encourages individuals, organised and non-organised groups to participate by posting photos with their fists placed near the location of the kidneys, i.e. on either side of the waist, highlighting in this way the importance of our kidneys and supporting awareness efforts for Chronic Kidney Disease.

Alpha Bank Cyprus has taken part in this global initiative in the context of its **Corporate Responsibility Programme**, by posting on its Social Media channels photos showing members of its Staff making the distinctive gesture with their fists, encouraging others to do the same, reinforcing at the same time the message of awareness and information on chronic kidney diseases.

Mrs. Elena Constantinou Riri, Manager of the Marketing and Public Relations Division of Alpha Bank Cyprus Ltd, stated: “*Our support this year to the **Cyprus Association of Kidney Patients’ Friends**, in the context of the 32nd Annual Awareness and Prevention Week for Chronic Kidney Disease, aimed to raise awareness in society in an even more powerful way. Through the participation of our People in the #ShowYourKidneys campaign, we are sending a message on the need to improve kidney health and engage everyone in a global awareness effort.*”

The campaign is running on all social networks under the hashtag #ShowYourKidneys with thousands of posts worldwide. Through its participation in this initiative, Alpha Bank Cyprus Ltd is reinforcing the message of the need to protect our kidneys through simple acts of prevention and awareness.

Nicosia, 22 March 2024