



ALPHA BANK

# Press Release

## Alpha Bank Cyprus Employees join forces to support families this Christmas

Christmas is a season that reminds us that true value lies in giving. With this spirit in mind, **Alpha Bank Cyprus** is once again supporting people in need this year, by participating in the campaign organised by the **Pancyprian Volunteerism Coordinative Council “*Adopt a Family for Christmas*”**.

This year, the Bank chose to give its participation an even more personal touch, by inviting its Employees to actively contribute through collecting essential items, food and other products for vulnerable families. From mid-November to mid-December, the people of Alpha Bank Cyprus unite behind a common goal: to offer comfort, joy and hope to families in need.

The initiative ran at the Bank’s Head Offices and the building on Spyrou Kyprianou Avenue in Nicosia, with the participation of the Branch Network across all districts. The heartfelt response of the Employees turned this simple act of giving into a shared experience of humanity and solidarity.

As **Ms. Elena Constantinou Riri, Marketing and Public Relations Manager at Alpha Bank Cyprus**, noted: “The holidays take on true meaning when we share. And every time our People respond with such love and enthusiasm, we are reminded that the power of “TOGETHER” is more than a slogan, it reflects our commitment to stand by society. This Christmas, Alpha Bank Cyprus offered more than basic necessities; it offered hope.”

Through initiatives like this, Alpha Bank Cyprus continues to show that banking responsibility is ultimately about people. Because when actions are guided by love, they can change lives and make a meaningful difference where it matters most.

Nicosia, 15 December 2025

**together**  
SOCIAL RESPONSIBILITY ALPHA BANK