

Press Release

Alpha Bank Cyprus stands by society for yet another Easter

Supporting the Pancyprian Campaign of the Pancyprian Volunteerism Coordinative Council (PVCC), Europa Donna Cyprus and “Vagoni Agapis”

For yet another year, **Alpha Bank Cyprus** is supporting society in practical ways, through its participation in the campaign of the Pancyprian Volunteerism Coordinative Council (PVCC) “*Adopt a family this Easter*”. The main purpose of the campaign is to make sure that no vulnerable family is deprived of everything it needs to enjoy their Easter meal.

The action is part of the Bank’s Corporate Responsibility strategy and demonstrates its long-standing commitment to supporting society with meaningful contribution and solidarity initiatives.

Since 2015, PVCC’s campaign has offered substantial assistance to thousands of families facing financial difficulties. Its success relies, amongst others, on the valuable contribution of a Volunteer Network comprising a wide range of associates and supporters from all walks of life.

Moreover, Alpha Bank Cyprus continues to support the work of Europa Donna Cyprus and the Charity Association “Vagoni Agapis”, contributing to the donation of supermarket gift vouchers to cover the basic necessities of vulnerable citizens and families of cancer patients. This is a collective effort to enable more people to celebrate Easter with dignity and warmth.



Nicosia, 16 April 2025