

# Press Release

## **Alpha Bank Cyprus Ltd actively participates in the Movember campaign for the prevention of prostate cancer**

As part of its active participation in the Movember Cyprus campaign for “Men's Health Awareness Month”, **Alpha Bank Cyprus Ltd** held on Tuesday 14 November a special event at the Bank's headquarters in Nicosia, to inform and raise awareness on prostate cancer among its Staff. The informative event is an action of the **Bank's Corporate Responsibility Programme** for the prevention of the most common male cancer that affects every year thousands of people worldwide.

**Alpha Bank's** “Shave-off” event was held with the participation of MAN-VAN, the specially designed mobile barber shop of Movember Cyprus, aiming to encourage its Staff to grow a moustache and take an active role in raising awareness on men's health.

The Movember campaign is an opportunity to highlight the importance of prevention and early diagnosis of prostate cancer while stressing, at the same time, the need to support not only men facing the disease, but also their families.

Underlining the importance of this campaign, the Marketing and Public Relations Manager of Alpha Bank Cyprus Ltd, Ms. Elena Constantinou Riri, stated: “At Alpha Bank Cyprus Ltd, we acknowledge the importance of prevention and awareness of men's health. This year, as part of the **Bank's Corporate Responsibility Programme**, we have decided to take part in the Movember campaign, an additional step towards enhancing information and awareness among our Staff on all aspects related to the prevention and fight against prostate cancer.”

Nicosia, 15 November 2023