

Press Release

Alpha Bank Cyprus adopts Europa Donna Cyprus’ “Pink Silhouette Walk”

Alpha Bank Cyprus is further strengthening its cooperation with **Europa Donna Cyprus** by adopting this year’s **Pink Silhouette Walk**, which will take place on Saturday, 4 October 2025, in Nicosia.

Recognised as one of Cyprus’ most impactful awareness events, the Pink Silhouette Walk has, since 2005, evolved into an institution with a powerful social footprint, giving voice to thousands of women affected by breast and gynecological cancers, as well as their families. With the pink silhouettes symbolising statistics that translate into human lives, the Walk serves as a simple yet powerful reminder of the importance of prevention, awareness, and solidarity.

Alpha Bank Cyprus has built a strong relationship with Europa Donna Cyprus over the years through joint actions and campaigns enhancing prevention and awareness. This year, the partnership reaches a new milestone with the adoption of the Walk, highlighting the Bank’s ongoing commitment to standing by society and supporting initiatives with a meaningful impact.

Mr. Miltos Michaelas, CEO of Alpha Bank Cyprus, stated:

“The Pink Silhouette Walk is an institution that reminds us that behind every number there is an individual, a family, a story. Alpha Bank Cyprus consistently supports actions that promote health, social cohesion and respect for individuals. For us, adopting the Walk is a natural extension of our long-standing cooperation with Europa Donna Cyprus and a reflection of our commitment to building a world with more compassion, prevention and solidarity, in the context of the Bank’s Corporate Responsibility Programme.”

By adopting the Walk, Alpha Bank Cyprus aligns its vision for progress and sustainable development with a cause that has left a profound social footprint and continues to inspire with its message of unity and support.

The Bank invites the public to join the Walk on 4 October, so that we can all together send a powerful message of hope, strength and shared responsibility.

Nicosia, 12 September 2025

together
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