

Announcement

Alpha Bank is the Main Sponsor of the Road Safety Education Programme PHAETHON 2018/2019

Once more, Alpha Bank stands by the young generation, supporting the Road Safety Education Programme PHAETHON 2018/2019 as the Main Sponsor.

PHAETHON is the largest education programme on road safety, implemented in lower and upper secondary education schools across Cyprus, in collaboration with the Road Safety Council, the Ministry of Education and Culture, the Ministry of Transport, Communications and Works, the Ministry of Justice and Public Order and the Ministry of Health.

The programme is based on three pillars: Research, Education and Action. It provides information and education on road safety issues to thousands of students on a daily basis.

Alpha Bank acknowledges that road safety is one of the major social problems in Cyprus and that proper education and prevention from a young age are critical in reducing the number of road accidents in the country.

PHAETHON was launched in October 2018 and will come to an end on 31 May 2019. The implementation of the Programme is undertaken by the non-profit organisation Reaction.

Nicosia, 21st February 2019