Press Release

Alpha Bank Cyprus Ltd participates in the European Night without Accidents

The “European Night without Accidents”, which was organized for yet another year by the awareness group “REACTION, Youth for the Prevention”, was successfully concluded on Saturday 20th October 2012.

The European Night without Accidents is an awareness initiative for proper driving, implemented in 1993 from the Responsible Young Drivers of Belgium, which takes place every year outside entertainment venues in all EU countries, every third Saturday in October.

The aim of this event is to directly communicate with young people in their own environment and to initiate conversation on the dangers of the consumption of alcohol before driving, as well as road safety in general.

The event was conducted outside several night venues in Nicosia and Limassol and Alpha Bank participated with two volunteer groups.

During the evening, the volunteers who participated encouraged the young attendees to “designate a driver” who promised to not consume any alcohol in order to safely drive the group back home. The “designated driver” wore a special bracelet and on exiting the venue volunteered for a breathalyzer test to establish whether he kept his promise. In the event that he hadn’t kept his promise the volunteers advised him to leave his car and return home a different way.

Alpha Bank has been an active member of the European Charter for Road Safety since 2010 and regularly supports road safety awareness events on the subject of correct road conduct and traffic accident avoidance.

Nicosia, 22nd October 2012