Alpha Bank Cyprus Ltd participates in the “European Night without Accidents”

The “European Night without Accidents” was successfully organized for yet another year, by Reaction Youth for the Prevention, on Saturday, 18th October 2014.

The “European Night without Accidents” is an event which aims to raise awareness for proper road conduct. It was established in 1993 by the Responsible Young Drivers of Belgium and takes place every year outside night clubs in all EU countries, every third Saturday in October.

The event aims to directly communicate with youth, in order to discuss alcohol consumption before driving, as well as road safety in general. The action aims at improving road safety by increasing awareness and informing drivers, especially young people, about the dangers imposed by the use of alcohol. The event was conducted outside several night clubs and venues in Nicosia and Limassol.

Alpha Bank, as an active member of the European Charter for Road Safety since 2010, regularly supports events which aim to enhance road safety and awareness.

Nicosia, 18th October 2014