



## Press Release

### Alpha Bank enhances accessibility to films with the “Cinema for All” initiative

*Equal access to culture is high on the Bank’s social responsibility agenda*

Alpha Bank’s cooperation with **cultural entities and organizations**, in the framework of the “**Culture for All**” initiative, creates the conditions that pave the way for **universal accessibility to the country’s cultural events**. With more than 144,000 beneficiaries, the “**Cinema for All**” program, one of the joint actions implemented as part of the Bank’s initiative, has been consistently high on the Bank’s corporate responsibility agenda over the years.

The need to enhance equal access to culture and, more broadly, to economic and social life, was recently discussed by **Alpha Bank’s Communications and Corporate Affairs Director, George Terzis**, in his intervention at the Upfront conference organized by Tsomokos Communications and the LIFO newspaper.

Speaking at the conference, Mr. Terzis said: “*At Alpha Bank, we place great emphasis **on the right of every person to participate in cultural life on the most equitable terms possible**. Otherwise, even the cultural goods could become a privilege of the few.*” Speaking about the Bank’s initiatives in this area, he mentioned its partnerships with leading cultural organizations in the country for enhancing accessibility conditions to Art and Culture events and “*for the concept of accessibility to ultimately become an organic part of cultural production rather than a mere complement to it.*” “*We started in 2019 with the cinema, **as an accessibility sponsor of the Thessaloniki Film Festival**, supporting accessibility both in content, with universally accessible screenings, and in venues*”, concluded Mr. Terzis. **Paralympic gold medalist Nasos Ghavelas**, who participated in the same panel, praised the Bank’s initiatives, as he has himself attended accessible screenings and performances supported by Alpha Bank.

#### The documentary *Loxi* screened in Greek schools and festivals

The “[Cinema for All](#)” initiative, as one of the Bank’s many actions promoting accessibility to culture, recently presented the **universally accessible version of the documentary *Loxi***. In 2024, the documentary was presented with the Alpha Bank Accessibility Award at the Thessaloniki Documentary Festival and this year, it participated with screenings in school events and festivals in Greece, on the occasion of the World Down Syndrome Day. The screenings were accessible by people with visual impairments and included subtitles for the deaf and hard of hearing. The film was screened **in Attica and Northern Greece and was watched by a total of 683 spectators**, including schoolchildren, while future screenings have already been planned.

The film tells the story of **Loxandra Lazou**, an actress with Down’s syndrome, who must overcome personal and social obstacles, as she has been selected to participate in a play at the **Main Stage of the National Theatre**. [The film](#) by Dimitris Zachos and Thanasis Kafetzis aptly highlights the issue of the accessibility of actors with disabilities to artistic events in Greece.

#### For the third year at the Thessaloniki International Documentary Festival

**Alpha Bank has been cooperating with the Thessaloniki Film Festival** since 2019, contributing to the organization of universally accessible film screenings.



In 2022, it established the **Accessibility Award**, which is presented at the Thessaloniki International Film Festival (TIFF) every November and the Thessaloniki International Documentary Film Festival (TIDF) every March, acknowledging films or personalities that bring to the fore the issue of accessibility in the arts, and is also accompanied by a cash prize. This year, the award was presented to the documentary **“Viktor” by the acclaimed French filmmaker and war cinematographer Olivier Sarbil**, starring a deaf young man from Kharkiv who anxiously observes the early days of Russia’s invasion of Ukraine.

In the framework of the TIDF’s major tribute “Geography of the Gaze: Off-Plan Greece (1950-2000)”, two films by Takis Hatzopoulos were screened at the Olympion Cinema in **conditions of universal accessibility**, as the cinema is now accessible by people with disabilities, following the **funding of a related study by the Bank**.

These were the **documentary “Gazoros Serron” (1974)**, which won the Best Production Award at the 15th TIFF and presents the authentic physiognomy of the Greek countryside, and the short **documentary “Prespes” (1966)**, which won the Best Short Documentary Award at the 7th Greek Film Festival.