



Press Release

Alpha Bank enhances accessibility and inclusion in Arts and Culture

The Bank organizes and supports actions and programs for equal access of people with disabilities to cultural life, with a total of 244,000 beneficiaries

Only one in ten citizens with severe disabilities has attended live theatre or music performances in Greece, according to the Disability Issues Observatory of the Greek National Confederation of Persons with Disabilities (ESAMEA), while the number of those who have visited a cinema or museum is even lower. That is why Alpha Bank, for yet another year, is at the forefront of defending the right of access to culture, with initiatives, actions and partnerships, bringing art closer to all, without restrictions.

With the “Culture for All” initiative, the Bank is turning accessibility and inclusion in arts into practice, by supporting major cultural organizations and institutions in the country, assisting them in offering universal accessibility conditions for the events that they organize, **having benefited a total of 244,000 individuals beneficiaries so far.**

Cinema for All

Since 2019, Alpha Bank has been an accessibility sponsor of the **Thessaloniki Film Festival (TFF)**, with the goal of ensuring that every person attending the Festival’s screenings can enjoy the power of the seventh art, regardless of physical or sensory limitations. In this spirit, the Bank also established the **Accessibility Award**, which is presented at the Thessaloniki International Film Festival 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 of Euro 3,000.

The universally accessible version of the documentary “Detachment”, starring an actress with Down’s syndrome and having been awarded the Alpha Bank Accessibility Award, debuts on the ERT3 television channel and on ERTflix, the Greek National Television’s streaming platform. During 2025, the film was screened in cinemas, festivals and in the school community, and has been watched by more than 1,000 individuals.

During 2025, 24,800 people attended 63 accessible screenings, while during the same period, over 37,000 people with disabilities benefited from the interventions that made cinemas fully accessible.

In this year’s TFF, 30 Greek films were screened with audio description and interlanguage subtitles, while Paralympic gold medalist, Nassos Gavelas, who acts as accessibility ambassador for Alpha Bank’s accessibility and inclusion activities in arts and culture, also participated in the events.

Accessible performances at the National Theatre and the Greek National Opera

For the third consecutive theatrical season, Alpha Bank collaborates with the **National Theatre** to bring theatre closer to all through universally accessible performances. Since 2024, it has supported 13 performances for adults and children, which were attended by over 2,500 individuals, with 6 more universally accessible performances scheduled this year.



In partnership with the Greek National Opera (GNO), the Bank implements the universal accessibility program “All together at the Opera.” Under this program, accessible performances and artistic workshops are organized for people with or without disabilities. So far, a total of 14 universally accessible performances has been presented with more than 30,000 spectators, in combination with 5 cycles of artistic workshops with more than 300 participants. Moreover, the Bank has also supported training seminars on accessibility issues for the GNO staff.

On December 28 and 30, 2025, the shadow puppet opera “Karagiozis as Rigoletto” will be presented in conditions of universal accessibility, opening the cycle of universally accessible performances for the artistic season 2025-2026.

Partnerships with the Thessaloniki and Athens Concert Halls

Supported by Alpha Bank, the **Thessaloniki Concert Hall** presented –for the first time in Northern Greece– an opera and a symphonic concert in conditions of universal accessibility, for people with physical and sensory disabilities, while on December 7, 9 and 10, 2025, the opera “The Barber of Seville” will also be presented in a universally accessible staging.

Moreover, the cycle of events “**Writers of the World Travel to Megaron**” is successfully held, under which the Thessaloniki Concert Hall hosts meetings with favorite authors of the reading public, during which simultaneous interpretation into the Greek Sign Language is provided with support from the Bank. To date, eight such meetings have been held, attended by over 3,000 individuals.

In addition to the above, a new major partnership with the **Athens Concert Hall** is launched, which will include an inclusive education program for children with disabilities or belonging to vulnerable social groups, aimed at ensuring their equal participation in high-quality cultural activities. Moreover, accessible concerts and educational activities for children with visual, neurodevelopmental and/or motor disabilities are organized, with simultaneous interpretation into the Greek Sign Language. More specifically, for children with auditory disabilities, the music and the sounds produced are visualized using waveform graphs, while children with visual disabilities are given tactile guided tours. In the context of equal access, special activities make visits to hospitals where children are undergoing treatment or are accommodated, such as the Aghia Sophia Children’s Hospital, Aglaia Kyriakou Children’s Hospital and the Children’s Oncology Unit.

Accessible experiences in museums

Alpha Bank supported the first pan-Cycladic exhibition “Kykladitisses: Unknown stories of women in the Cyclades” of the Museum of Cycladic Art, which was visited by more than 44,000 people, offering a series of unique accessible experiences, lectures with simultaneous interpretation into the Greek Sign Language, special tours for the hearing impaired and audio tours for the visually impaired.

Accessible cultural initiatives

Alpha Bank continues to lead the way in accessibility, supporting the **15th International CoMuseum Conference**, which takes place on December 3 and 4 in Athens, and on December 5 in Thessaloniki, in collaboration with the British Council. The Bank was also actively involved as an accessibility sponsor in **The Upfront Initiative 2025** conference, where issues regarding inclusion in the cultural life of the country were discussed.