



Press Release

Athens, July 9, 2021

Alpha Bank: Double Corporate Responsibility distinction at the “Hellenic Responsible Business Awards 2021”

Alpha Bank received **two distinctions** at the “**Hellenic Responsible Business Awards 2021**”, for two major Corporate Responsibility actions that combine **social contribution** and **equal access to culture**. The event was organized, for the sixth consecutive year, by the “Marketing Week” magazine and Boussias Communications.

In particular, the Bank won the **Gold Award** in the category “**Responsible Businesses & SDGs: Reduced Inequalities**”, for its program “**Cinema for All**”, which takes place in **collaboration with the Thessaloniki Film Festival**.

Focusing on **its contribution to the United Nations’ Sustainable Development Goals (SDGs)** and, in particular, to **SDG10 (Reduced Inequalities)**, Alpha Bank helps broaden the current offerings regarding the access and equal participation of persons with disabilities in recreational and cultural events. In this context, it sponsors the installation of suitable accessibility facilities in cinemas for people with disabilities, as well as the availability of audio description for the visually impaired and of special SDH subtitles for the deaf or hard of hearing, simultaneous interpretation into the Greek sign language, etc. Indicatively, through the “Cinema for All” program, **more than 10,000 of our fellow citizens have so far had the opportunity** to enjoy the cinema experience, in an effort to eliminate the exclusion that they experience in their everyday life due to the lack of appropriate infrastructure and accessible content.

At the same event, the Bank also received the **Bronze Award** in the category “**Business and Local Community / State Cooperation**”, for its program “**The defacements that hurt**”, which has been **running since 2013, in collaboration with the Athens Municipality** and with the contribution of specialists in sculpture conservation. The **program combines social contribution, sustainability and urban resilience**, while it also fosters the country’s cultural, social and economic development, as it aims **to protect and restore**, in the best possible way, **historic monuments and works of art, which have suffered significant damage**. This year, on the occasion of the completion of **200 years from the Greek Revolution of 1821**, Alpha Bank undertook the **conservation of statues and busts of heroes of the Revolution**, giving citizens the opportunity to rediscover the sculptures that make up our historical surroundings and adorn the urban environment.

The history of Alpha Bank is closely linked to Culture, which is the common ground for these two actions that were distinguished at the “**Hellenic Responsible Business Awards 2021**”. **The Bank remains strongly committed to supporting equal access to culture and protecting culture of everyday life** for the promotion of urban resilience and sustainable development.

