

Press Release

New Environmental event!

Alpha Bank, in the context of its Corporate Social Responsibility activities for the protection of the environment, organised a new environmental event in the area of the Aesthetic Forest of Kessariani, on Sunday, the 16th of March, 2014, in association with “Philodassiki Enossi Athinon”.

The Bank’s Volunteers planted various kinds of trees along the sides of the path that leads to the Botanical Garden and they also installed tags with the name of each tree in Greek and Latin. In parallel, olive trees were planted in order to replace those destroyed by the frost of previous years.

During the event, the kids participated in an educational game which was entitled “What is hidden inside the Botanical Garden?”.

The successful event took place with the voluntary participation of 130 Employees of the Bank, members of their families and business associates.

Athens, March 17, 2014

Further information:
“Philodassiki Enossi Athinon”www.philodassiki.org