



ALPHA BANK

Press Release

“A book is travelling”: a new Corporate Social Responsibility initiative by Alpha Bank

On the occasion of the nomination of Athens as “World Book Capital” for 2018, Alpha Bank launches a new Corporate Social Responsibility initiative, entitled: **“A book is travelling”**.

As of Monday, April 16, 2018 and for a whole month, Alpha Bank turns an entire “Line 2” train of the Athens Metro into a virtual library, in a move that aims to help raise public awareness of the value of education, culture and literature.

The initiative “A Book is travelling” will be concluded with the donation by Alpha Bank of a significant number of books to the Library of the Non-Profit Organisation “Network for Children's Rights”, in support of its efforts to provide children from vulnerable social groups with the opportunity to access knowledge.

For more information on this initiative, please visit www.enavivliotaxidevei.gr.

Athens, April 17, 2018