



ALPHA BANK

Press Release

Together...once again in Olive Picking in Athens and Thessaloniki!

As part of its Corporate Social Responsibility activities and of its commitment for the protection of the environment, Alpha Bank, organised on Sunday November 15, 2015, environmental volunteering events in Athens and Thessaloniki.

In Athens, the event was held for fifth consecutive year in collaboration with the NGO "Philodassiki Enossi Athinon" in the area of the Aesthetic Forest of Kessariani and it was highly successful. More specifically, the Volunteers and their families picked olives in order to produce olive oil, which will be donated to child institutions during the Christmas season. Children from the Charity Association "Friends of the Child" had the opportunity to participate in the event, by learning about the olive tree and its care, through an enjoyable team game.



In Thessaloniki, the event was held for the second consecutive year at the American Farm School premises, where the Volunteers and their families learnt about the olive picking procedure by using combs and about the right method of transporting the olives to the olive press, where olive tasting was also organised. The volunteers' children participated in the educational programme "The Olive Path" together with children invited from the Association "Melissa" of Thessaloniki, had the opportunity to participate in the event, combining education and fun.



AMERICAN
FARM SCHOOL
Thessaloniki Greece

Αθήναι, 16 Νοεμβρίου 2015

together
SOCIAL RESPONSIBILITY ALPHA BANK