

# Press Release

## **Alpha Bank Cyprus Ltd: Main Sponsor of the 31<sup>st</sup> Annual Awareness and Prevention Week for Chronic Kidney Disease**

**Alpha Bank Cyprus Ltd** as a long-standing ally of the **Cyprus Association of Kidney Patients' Friends**, remained for yet another year the Main Sponsor of the awareness campaign as part of the **31<sup>st</sup> Annual Awareness and Prevention Week for Chronic Kidney Disease**, organized between **6 and 12 March 2023**.

As part of the campaign week, and more specifically on **World Kidney Day**, celebrated on 9 March, **we promoted the message of meaningful support to our fellow citizens suffering from kidney diseases**, by informing the public on the need to prevent kidney-related disease problems.

Embracing a people-oriented approach, **Alpha Bank Cyprus Ltd** responds to the needs of the Cypriot society, offering its practical support in every possible way. In this context, fully aware of its role and responsibility towards society, the Bank **provided financial support to the Association**. The Bank also **offered its Branch Network as points of sale for the donation coupons**, aiming to raise funds for the Association's financial support, actively contributing to the public information and awareness campaign on kidney diseases and their prevention.

Nicosia, 20 March 2023

**together**  
SOCIAL RESPONSIBILITY ALPHA BANK