

# Press Release

## **Alpha Bank Cyprus Ltd is the Main Sponsor of the 32<sup>nd</sup> Annual Awareness and Prevention Week for Chronic Kidney Disease**

**Alpha Bank Cyprus Ltd** expresses its solidarity to kidney patients and, as a long-standing ally of the **Cyprus Association of Kidney Patients' Friends**, is once again this year the Main Sponsor of the **32<sup>nd</sup> Annual Awareness and Prevention Week for Chronic Kidney Disease**.

The central message of this year's campaign is "Kidney Health for All – Advancing equitable access to care and optimal medication practice". In this context, in addition to **financial support provided to the Association**, the Bank will offer its **Branch Network for the sale of the donation vouchers of the Pancyprian Fundraising Campaign**, aiming to **inform and raise awareness among citizens** on kidney diseases and their prevention.

At the same time, as part of its **Corporate Responsibility Programme**, **Alpha Bank Cyprus Ltd** is financially supporting the publication of the innovative book by "Nefrontida" Nephrology Centre titled: "**Nephro-Gastronomy: Creative Recipes and Advice for Healthy Eating**". The book contains recipes adapted to the specificities of kidney disease, aiming to expand the patients' dietary choices and contribute to a better daily life, improving the quality of their nutrition. The book will be distributed free of charge to all hemodialysis patients in Cyprus.

With a focus on Citizens and fully aware of its role and responsibility towards society, **Alpha Bank Cyprus Ltd** continues with undiminished intensity to actively respond to the needs of the Cypriot society, contributing to its support in every way possible.

Nicosia, 7 March 2024