

# TMA - CSR ACTIVITIES 2013

## **1. Is your home freezing cold? Greenpeace event for children and adults, 21-23/02/2013**

**Direct Dialogue Team of Greenpeace and organisation volunteers.**

The action included the provision of information to visitors of The Mall Athens on how they can save money while also efficiently heating their home. Our proposal was extended to an event for children on Saturday 23/2 on the subject of protecting life in the Arctic. The children were able to draw the flag of the Arctic and learn why we must protect this vulnerable region.

## **2. MAKE A WISH – Georgia’s Wish - 22 February 2013**

This wish was fulfilled due to the health problems faced by 14-year-old Georgia. On 22 February, little Georgia came to The Mall Athens together with Volunteers of the Make-A-Wish Greece organisation and her parents to shop and have lunch.

## **3. Médecins Sans Frontières – Face to Face, 16-26/03/2013**

The Mall Athens hosted the “Face-to-Face” information and awareness team of Médecins Sans Frontières.

The team discreetly provided information about its work to those interested, accompanied by the Feeding Centre special stage / re-enactment by the Médecins Sans Frontières, with the corresponding tools, such as one for measuring children’s height and the special MUAC bracelet to show children how we measure malnutrition.

## **4. Society of Psychosocial Studies 29 - 30.03.2013**

Bazaar held in anticipation of the World Autism Awareness Day on 2 April.

## **5. HELLENIC ALLERGOLOGY AND CLINICAL IMMUNOLOGY SOCIETY 12.04.2013**

Information to visitors about Allergy Week.

## **6. Easter Bazaar**

During the Easter season, The Mall Athens provided communal areas to the following organisations for the sale of Easter candles and other items created by the children of these charities.

1. MAKE A WISH 22/04-11/05/2013
2. “The Smile of the Child” 23/04-07/05/2013
3. UNICEF 23/04/2013 - 11/05/2013

## **7. Nordic Walking\_First time in Greece @ TMA**

**02.06.2013**

The Mall Athens, in association with Nordic Walking Greece, organised the 1<sup>st</sup> LOVE RACE to support The Smile of the Child. Nordic Walking is a dynamic way of walking with the use of the so-called “sticks” that better activates the muscular system, enhances oxygen uptake and results in an increased metabolism. It is ideal for all people of all ages and can be adjusted to the individual needs of each person and each body type.

It helps maintain good posture and get symmetrical and complete physical exercise.

From 23 May to 1 June 2013 the Nordic Walking kiosk was found on the 3<sup>rd</sup> floor of the shopping centre, where visitors Could register and get the Nordic Walking t-shirt. The

participation fee was €5 and the revenue was donated to the Smile of the Child. The Nordic Walking Event was held on 2 June 2013 on the 2<sup>nd</sup> floor of The Mall Athens and in the outdoors area of the shopping centre from 10.00am to 01.00pm. Each category of athletes started from the main entrance of the shopping centre and walked 3 laps. The start and finish was in the outdoors area.

**8. Event by the HELLENIC SCIENTIFIC WIND POWER UNION titled: Seek Aeolus' Treasure at THE MALL ATHENS 10 - 15.06.2013**

From Monday 10 June to Saturday 15 June 2103, members, friends and volunteers gathered at The Mall Athens from 10.00am to 08.00pm to inform the public about the work being done by the Greek Scientific Wind Power Union. A number of accompanying events were also held, such as educational games for children and adults, a treasure hunt, theatre plays, an exhibition of children's drawings and more.

**9. Concert Diabetes Card 10.07.2013**

In anticipation of World Diabetes Day, The Mall Athens organised an open event which ended with a successful concert by REC & MIDENISTIS.

Specifically, in the former Metropolis store, people were able to have their blood glucose level and glycated haemoglobin level measured from 10.00am to 9.00pm and attend speeches by the City Council of Marousi and by doctors.

**10. Alma Zois 13 - 26.09.2013**

For the second year in a row, Alma Zois was hosted by The Mall Athens on a purpose-built stage which provided those interested with the Greece Race for the Cure leaflet, which included the registration form for the Race. The Race was held on 29 September for women with breast cancer. Those interested could register for the Race at the kiosk. The registration fee was 5 euros, with which the participant also received a t-shirt and a hat to be worn on the day of the Race. The kiosk provided information daily on the registration process and on the race itself (Greece Race for the Cure).

**11. UNICEF CSR 04. - 29.09.2013**

On the occasion of the start of a new school year, The Mall Athens hosted Unicef in a special area on the 1<sup>st</sup> floor from 4 to 28 September 2013. There, visitors were able to buy UNICEF school stationery to raise funds for the organisation.

**12. SKAI – All together for the child 14.09.2013**

**"THIS SCHOOL YEAR, LET'S FILL THEIR BACKPACKS WITH SMILES"  
All together for the child**

The NATIONAL BANK OF GREECE and SKAI, under the initiative titled "All together for the child", organised a number of actions in Athens and Thessaloniki for two Saturdays in September, with the title "THIS YEAR LET'S FILL THEIR BACKPACKS WITH SMILES".

On Saturday 14/09 an action was held at The Mall Athens to gather school stationery for the children of deprived large families at the start of the new school year.

Also, Kiko, the children's favourite clown, and his friends created surprises and happenings for the visitors!

The school stationery were gathered by volunteers from the National Bank of Greece and from the Large Families Associations.

**13. EXHIBITION & OPENING: "LIFE LOOKS BETTER WHEN WE'RE TOGETHER" - 19.10.2013/ Opening: 12.10.2013**

Art exhibition (paintings / glass sculptures) Information to visitors about serious eye diseases.

**14. Playmobil Play & Give Wishing Tree – Fei Skorda – 06/12/2013**

On Friday 6 December, Fei Skorda decorated, together with the children, the Play & Give Christmas tree on the 3<sup>rd</sup> floor of The Mall Athens, which was overflowing with love, filled little hearts and wishes by the children.

**15. The Mall Express - Christmas Opening Ceremony 07.12.2013**

The Mall Athens and the "Smile of the Child" charity invited us to a Christmas party where we could sing Christmas songs and carols and enjoy many surprises and happenings, such as: Santa Claus, jugglers, magicians, face painting, creative Christmas activities, choirs and Karmen Rougkeri, who told the children fairy tales. Children's choirs and children from the "Smile of the Child" sang Christmas songs and carols. Grigoris Arnaoutoglou, Rania Kostaki, Giorgos Lianos and Giorgos Tsalikis sang with them and lifted everyone's spirits. This was a charity event to raise funds for the "Smile of the Child".

**16. Over the holiday season, The Mall Athens provided communal areas to the following NGOs where Christmas-related or other items created by the charities' children were sold.**

4. AMIMONI: 05/12/2013 - 06/01/2014
5. SMILE OF THE CHILD 25/11/2013 - 08/01/2014 (3 locations)
6. ACTION AID 13-23.12.2013
7. Children's Arc 11.12.2013

**17. MAKE A WISH – Katerina's Wish - 23 December 2013**

This wish was fulfilled due to the health problems faced by 14-year-old Katerina. On 23/12/2013, little Katerina came to The Mall Athens, accompanied by Volunteers of the Make-A-Wish Greece organisation and her parents, to shop, get her nails done, have lunch and eat some ice cream.