

2014 CSR Activities

1. Be Strong 1-4/02/2014

Volunteers informed the shopping centre's visitors about the work of non-profit organisation "BE STRONG" for the support of people with cancer.

2. SKAI – All together for the child, 29.03.2014

SKAI, in partnership with the National Bank of Greece, keeps supporting the children in need. The SKAI action titled "All together for the child" took place in anticipation of Easter to send people the message: "BE A GODPARENT THIS EASTER". The campaign's purpose was to gather clothing, toys, Easter candles and shoes; that is, what the children's godparents would have bought them. The items collected were given to charity "Together for the child" to cover its needs. A small celebration with surprises and happenings for the children was held. The children enjoyed a show by a children's entertainer and a clown in front of the ibank branch.

3. SKAI – All together for the child, 06.09.2014

The National Bank of Greece and SKAI keep supporting the children in need. To this end, for the second year in a row, they gathered school stationery for children who need it and "filled their backpacks with smiles". They gathered school backpacks, pencil cases, exercise books, dossiers, atlases, pens, pencils, erasers, pencil sharpeners, coloured pencils, markers, watercolours, crayons, painting brushes, drawing books, geometry sets, scissors, paper, clear book covers and everything else that a pupil needs. The items gathered were offered to families affected by the earthquake in Cephalonia.

4. SKAI – All together for the child, 06.12.2014

For the third year in a row, we have offered our support to the "ALL TOGETHER FOR THE CHILD" initiative by SKAI and the National Bank of Greece by gathering Christmas presents and toys for children in need.

The items gathered were given to various organisations and institutions that look after children and their needs, such as the Together for the Child Association, the SOS Children's Villages, the PIKPA Centre in Voula and the children of imprisoned parents.

5. ELEPAP – Rehabilitation for the Disabled: Christmas Heroes (opening Ceremony) 29/11/2014

On Saturday 29 November, The Mall Athens welcomed the holiday season and invited both the children and adults to enjoy a unique festive experience with plenty of surprises. Our favourite shopping centre supported the work of ELEPAP – Rehabilitation of the Disabled by spreading joy in anticipation of the most enjoyable part of the year. The Mall Athens offered 1,000 LEGO® toys. The people present were able to contribute to the charity's work by purchasing ELEPAP lottery tickets. By buying lottery tickets of €10 or more, visitors got a unique LEGO® present worth €20 for themselves or their loved ones.

6. UNICEF 04. - 17.09.2014

On the occasion of the start of a new school year, The Mall Athens hosted Unicef in a special area on the 1st floor. There, visitors were able to buy UNICEF school stationery to raise funds for the organisation.

7. Alma Zois, 12. - 25.09.2014

The purpose of the Alma Zois kiosk was to inform the public about the prevention and early diagnosis of breast cancer and about the run and walk race titled "Greece Race for the Cure" which the charity organises annually. People were able to register for Greece Race for the Cure of 28th September and get a special Race t-shirt and hat. The registration fee was the token sum of 5 euros.

8. Event by the HELLENIC SCIENTIFIC WIND POWER UNION titled: Seek Aeolus' Treasure at THE MALL ATHENS, 11—15.06.2014

From 11 to 15 June, members, friends and volunteers gathered at The Mall Athens 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. Kentro Zois, 26/07/2014

INFORMATION / AWARENESS OF THE HIV INFECTION FOR WOMEN

During the event, the people from the organisation distributed leaflets, red ribbons and condoms and informed the public about prevention and about the Centre's programme.

10. "KEFI" 04/02/2014

On Tuesday 4 February, on the occasion of the World Day Against Cancer, the "trofos" campaign for the prevention and treatment of cancer came to The Mall Athens. Nutritionists/Dieticians from the Eating Disorders Education and Treatment Centre "KEADD" offered advice on cancer-fighting foods and volunteers handed out leaflets.

11. Care Association, 06 – 16/06/2014

The association was hosted at The Mall Athens. Visitors were informed about the charity's work and were given leaflets.

12. "Charoumena Pedia", 11 - 20/02/2014

A bazaar was held.

13. Easter Bazaar

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

1. MAKE A WISH - Easter Bazaar 09 - 16/04/2014
2. "The Smile of the Child", 12-22/04/2014
3. UNICEF 12 -22/04/2014

14. 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.

1. AMYMONI, 28/11/2014 - 07/01/2015
2. THE SMILE OF THE CHILD, 08 – 31/12/2014
3. ERMIS, 08/12/2014 – 07/01/2015