

TMA - CSR ACTIVITIES

2015

1. Floga 14.02.2015

Informing the public about the activities of the association.

2. SKAI - Be a Godparent 21.03.2015

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 sending 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 foundation "Together for the child" to cover its needs. A small celebration with surprises and happenings for the children was held.

3. Easter Bazaar 2015

During Easter, The Mall Athens provided places at its common areas to the following organizations.

1. MAKE A WISH 30/03-19/04/2015
2. ERMIS 30/03-19/04/2015
3. UNICEF 30/03-19/04/2015
4. ERGASTIRI 27/03-19/04/2015
5. AMIMONI 27/03-19/04/2015

4. "FRONTIDA ASSOCIATION" 22-23.05.2015

(Hellenic association for persons with cerebral palsy and Down's syndrome)
Visitors were informed about the association work and were given leaflets.

5. We Love Pets 17 -30.06.2015

The "We Love Pets" initiative hosted the following organisations: Adespotologio, Animal Rights Union of Ilioupoli, Animal Rights Union for the protection of stray dogs in Filothei-Psychiko, Animal Rights Association of Nea Filadelfeia. The Guide Dogs of Greece also participated and the initiative took place under the auspices of the Kennel Club of Greece. Additionally, The Mall Athens offered 15,000 portions of food for the pets of the association that participated in the initiative.

6. Summer Bazaar 2015

During summer, The Mall Athens provided a common area spotto AMYMONI to hold a bazaar of their products, from 18/7/2015 to 01/08/2015.

7. Summer Bazaar 2015

The following associations were hosted in The Mall Athens selling of school stationery in anticipation of the start of the new school year.

1. UNICEF, from 27/08 to 19/09.
2. THE SMILE OF THE CHILD, 07 – 21/09/2015

8. Eurobank - TT Hellenic Postbank Saving 31/10-01/11/2015

Children were informed about the role of savings and asked to draw something relevant to the subject of saving.

9. ALMA ZOIS 14/09 - 24/09

The purpose of the 7th Race and Walk was to inform all women about early detection methods and steps to be followed regarding breast cancer. 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 association organizes annually. People were able to register for Greece Race for the Cure and get a special Race t-shirt and hat.

10. IRIS 09/10/2015

Employees and volunteers in the area promoted services related to the purpose of the association "Iris" on the occasion of the World Mental Health Day (October 10).

11. Association PEK AMEA Charity Bazaar 09-14/11/2015

12. NGO "Organization FAROS ELPIDAS" 11.26.2015 - 11.29.2015

The aim of the action was to inform visitors about the work of the association through the promotion of small objects (eg charms, candles, etc.) made by members and volunteers of the organization.

At the same time an interactive game for younger guests took place.

13. Appliance Recycling Friday 11/12

The theme about recycling of small electrical appliances about the usefulness of general information.

14. "All Together for the Child" Saturday, December 12, 2015.

For fourth consecutive year The Mall Athens supported the action of SKAI and NATIONAL BANK OF GREECE "TOGETHER FOR CHILDREN" and packed Christmas gifts and toys for children in need. The items that were collected were delivered

to various institutions and associations, such as the Association Together for the child, SOS Children's Villages, the PIKPA Voula and the prisoners parents children.

15. Pulmonary Hypertension 12-13.12.2015

Guests were asked to hold their breath for a few seconds, be photographed and then the picture following their consent was upload to the Pulmonary Hypertension's social media. The goal for this year is the motto "take breath" for patients with pulmonary hypertension to be heard in Greek society for information and awareness of such a difficult rare disease, which remains incurable and fatal.

16. CSR OPAP 12/14/2015 - 01/05/2016

A gallery with children's paintings from two institutions (Together for the child and the child's Smile) was placed in a common area of the shopping center.

17. Children campaign Smiles 16-21 / 12/2015

Children with their parents were invited to participate in activities (painting, photographs, sketch).

18. Christmas Bazaar

a.	Make a Wish	20-31/12/2015
b.	AMIMONI	28.11.2015 - 07.01.2016
c.	ERMIS	11/12/2015 - 30/12/2015
d.	I.P.A.P. «THEOTOKOS»	1-20/12/2015
e.	To Ergastiri	07/- 22/12/2015

19. "The Smile of the Child "

Collectible Cards

For the celebration of its 10 years of operation, The Mall Athens broke the Guinness World Records™ with the largest mosaic of greetings cards ever.

Pop up store @ The Mall Athens