

2014 CSR Activities

1. Protection for the Child and the Family 13/1 – 19/1

Information to the public about the charity's activities and sale of the charity's magazine.

2. Greenpeace 18/01

A team of 30 people presented a 3-minute-long flash mob choreography (as an unexpected event) with hip-hop and freestyle music.

3. Hellenic Traffic Accident Prevention Association "Love for Life" 3/2 – 8/2

Information to the public about the charity's objective and sale of the charity's magazine.

4. Make-A-Wish Greece 29/3

Donation of Mediterranean Cosmos gift coupons to fulfil the wish of Annie, who wanted to spend a day shopping in Mediterranean Cosmos.

5. Amnesty International, in partnership with the Model School "Protypa" in Thessaloniki, 3/4 – 5/4

Art exhibition with paintings in the "Me, you and everyone together" theme, interactive workshops where children were able to create 3D paper models and participate in a 15-minute happening with music from around the World.

6. Help to the Child: 31/3 - 5/4

Information to the public about the charity's objective and sale of the charity's magazine.

7. Protection for the Child and the Family 7/4 – 11/4

Information to the public about the charity's activities and sale of the charity's magazine.

8. Hellenic Cystic Fibrosis Association 12/4

Information and sale of various items bearing the Association's logo (t-shirts, mugs and notebooks)

9. "Frontida" Charity - Hellenic Prevention Association 14/4 – 19/4

Information and sale of nursery tales which are not available in bookshops.

10. Smile of the Child 7/4 - 19/4

Information to shopping centre visitors on the charity's activities and sale of souvenirs with the "Smile of the Child" logo and items of artisanal handicraft created by the charity's volunteers.

11. Hope for the Child – 22/4 – 26/4

Sale of the charity's magazine and commemorative mugs bearing the charity's logo.

12. SKAI – All together for the child 29/4

TV channel SKAI, in partnership with the National Bank of Greece, organised an event titled "BE A GODPARENT THIS EASTER", which was among the activities of the "All together for the child" initiative.

The event's purpose was to gather clothing, shoes and Easter candles. The children enjoyed a number of surprises and happenings!

13. Make-A-Wish Greece 29/4

In an effort to contribute to World Wish Day, an event was organised and included the following:

- information to the public about the activities of Make-A-Wish, with leaflets
- a bazaar selling souvenirs with the charity's logo: mugs, candles, umbrellas, children's piggy banks
- a "wishing wall" where every visitor could buy a star for €2, write a wish and place it on the wall
- A video projector showing videos and photos from children's wishes
- face painting for children with blue stars design.

15. SKAI – All together for the child 6/9

TV channel SKAI, in partnership with the National Bank of Greece, continues its efforts to support children in need. To this end, for the second year in a row, SKAI gathered school stationery for children who need it and "filled their backpacks with smiles".

16. "SOTIR" Rehabilitation, Social Support and Creative Occupation Centre for the Disabled: 12/6 – 14/6

Information to shopping centre visitors on the charity's objectives and sale of support vouchers. An event was held on Saturday 14/6 with music and dancing in the amphitheatre.

17. Association of Parents and Guardians of Children Suffering from Cystic Fibrosis in Northern Greece: 20/11

The public was informed about the association's purpose and mugs and t-shirts were offered as gifts, depending on the donation amount.

18. Association of Friends/Volunteers of the Minors Protection Society of Thessaloniki: 5/12 – 6/12

Exhibition and sale of art created by the minors and information to visitors about the Association's purpose and work.

19. Protection for the Child and the Family 08/12 – 13/12

Presentation of the charity's work through the new calendar with recipes by Eftychis Bletsas and sale of handmade bars of soap with pure natural ingredients such as chamomile, milk, honey and roses.

20. **Hope for the Child: 14/12 – 17/12**

Sale of Christmas cards, mugs and Christmas items, as well as information to the visitors about the charity's purpose.

21. **Make-A-Wish Greece 18/12 - 19/12 & 24/12 & 29/12 -30/12**

Sale of Christmas items and information to the visitors about the charity's purpose.

22. **Women's Shelter 20/12 – 23/12**

Fundraising sale of handmade jewellery, made exclusively at the Organisation's workshop.

23. **"Love for the Child" Charity 24/12**

Sale of Christmas items: the charity's calendar, the charity's fairy tale, our bimonthly magazine and the drawing pad.

24. **Scouts of Greece 27/12 -28/12 & 31/12**

Sale of their calendar

25. **Down Syndrome Association Greece 24/12**

Christmas carols and sale of their calendar

26. **Arcturos** - sale of the organisation's souvenirs over the Christmas season **13/12 - 31/12**

27. **The Smile of the Child** – sale of souvenirs for the Christmas season **13/12 - 31/12**

In the course of this year, the shopping centre supported the social work for the following organisations by **donating clothing and other items**.

- ✓ **28/02/14 – The Friends of "Merimna"**
- ✓ **11/04/14 - Desmos** – Donation of 6 strollers and the box containing various items
- ✓ **15/05/14 - Desmos**
- ✓ **23/05/14 - Storgi** – A cash donation to support their social work, as part of the Fashion Show that was held in Mediterranean Cosmos on 23/5
- ✓ **15/07/14 - Desmos**
- ✓ **15/10/14 – The Smile of the Child**
- ✓ **06/11/14 - Storgi** – A cash donation to support their social work, as part of the Fashion Show that was held in Mediterranean Cosmos on 6/11
- ✓ **04/12/14 – Merimna PEDIU**
- ✓ **10/12 - Storgi** – Purchase of 10 invitations for the Sunday Christmas Brunch on 10/12
- ✓ **12/12 – SOS Children's Villages** – A cash donation to support their social work, as part of the Christmas Party – the Celebration of Love that was held in Mediterranean Cosmos on 12/12
- ✓ **14/12 - ELEPAP** – Purchase of 10 invitations for the Sunday Christmas Brunch on 14/12