

Charity campaign of NGO 'Naša Srbija' and Banca Intesa

Send the friendship card

Belgrade (November 24) – Towards the upcoming holidays, NGO 'Naša Srbija' supported by the friend of campaign Banca Intesa and under the patronage of Mrs. Tatjana Tadić, Serbia's First Lady, initiated the charity campaign 'Send the friendship card'. The promotion of the charity campaign was also a chance to announce a winner of the competition for the selection of motives of this year's edition cards. Thus, the special guests were children from Užice, Sokobanja, Babušnice and Dimitrovgrad, whose works were selected, as well as representatives of schools they came from. Mrs. Tatjana Tadić presented the awards to most gifted youngsters, as the patron of this and many other activities and projects of 'Naša Srbije', Mrs. Draginja Đurić, CEO of Banca Intesa. Banca Intesa, as the general sponsor of the campaign awarded the winner of the competition by opening Bambino savings account and placing the initial deposit of RSD 5.000.

All the present were addressed by Ms. Sanja Pajević Bundalo, director of 'Naša Srbija' who presented the campaign, Mrs. Draginja Đurić, CEO of Banca Intese, and Mr. Žarko Obradović, minister of Education in the Serbian government. The event was also attended by Mr. Rasim Ljajić, minister of labor and social policy in the Serbian government, Mr. Dragan Đilas, mayor of Belgrade and many friends and benefactors from 'Naša Srbija'.

Within the promotion, guests were able to see the exhibition of children's works which entered in the shortlist for this year's card edition, and enjoy the children's choir „Rašanke“ from Novi Pazar.

As a domestic organization which realizes various aid programs for children, especially stimulating children's creativity, 'Naša Srbija' supported by Banca Intesa, as the general sponsor of organization, initiated this campaign with an aim of collecting funds for realization of financial and psycho-social aid programs and for improvement of living conditions.

Within the campaign was initiated the competition of drawings for the edition of Christmas and New Year's cards. The competition included primary school from all parts of Serbia. From more than 3.000 of received children's work, for motives of this

year's edition cards, twelve works was selected, and Banca Intesa enabled printing cards and awards for winners.

The charity campaign 'Send the friendship card' is organized for the fourth time in a row, and thanks to results from the previous three years, 'Naša Srbija' provided 150 schools and dislocated departments in poorest areas in Serbia with parks, of which 10 are in Kosovo and Metohia. This allowed for many schools to have for the first time swings, seesaws and benches, as well as arranged space for children to enjoy, like those shared by children in towns.

The priority set by 'Naša Srbija' as the aim of this campaign is to support citizens in schools in undeveloped municipalities and contribute to prevent dying of villages by empowering local communities, improving conditions of living, education and children's play, so people would stay in those surroundings,

'Naša Srbija' invites all people of good will to involve in this charity campaign, during big family holidays, Christmas and New Year, and help our youngest by purchasing cards. Cards can be purchased in post offices throughout Serbia, and at Naša Srbija. You can give donations to the current account : 160-267269-71, Banca Intesa. For all other information, please call Naša Srbija : 011/ 26 21 652 and 011/30 34 344.