



PRESS RELEASE

Banca Intesa and Naša Srbija NGO Humanitarian Campaign

SEND THE FRIENDSHIP CARD

Belgrade (11 November)– Towards the upcoming holidays this year as well, 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 winners of the competition for the selection of motives of this year’s edition cards. Thus, the special guests were children from Sokobanja, Dimitrovgrad and Pirot, whose works were selected, as well as representatives of schools they came from. Mrs. Tatjana Tadić presented the awards to the most gifted youngsters, as the patron of this and many other activities and projects of ‘Naša Srbija’, Mrs. Draginja Đurić, CEO of Banca Intesa. Banca Intesa, as the general sponsor of the campaign awarded the winners 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 and Mrs. Draginja Đurić, CEO of Banca Intese. The event was also attended by the Cyprus Ambassador to Serbia H.E. Charalambos Hadjisavvas, consul in the Embassy of Israel Sigal Shay and many friends and benefactors from ‘Naša Srbija’.

Within the promotion, guests could see the exhibition of children’s works which entered in the shortlist for this year’s card edition, and enjoy the children’s choir “Čarolija“ conducted by Leontina Pat, and the audience attracted numerous celebrities.

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 the many received children's works for motives of this year's edition cards, eleven has been selected, and Banca Intesa enabled printing cards and awards for winners.

The charity campaign 'Send the friendship card' has been organized for the fifth time in a row, and thanks to results from the previous four years, 'Naša Srbija' provided with parks 180 schools and dislocated departments in the poorest areas in Serbia, of which 10 at 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 goal of this campaign is to support citizens in schools in underdeveloped municipalities and contribute to prevention of 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.

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„Naša Srbija“ is a domestic humanitarian organization founded in 2000 to provide financial and psycho-social aid program to war orphaned children, kidnapped children or those disappeared during the past wars in our region. Special campaigns are intended for children in Serbian enclaves at Kosovo and Metohija, and aid to children from socially deprived families, talented children and students. From their formation till today, the



program has included 1500 children throughout Serbia and the Republic of Srpska. The goal of 'Naša Srbija' is to improve and facilitate with its various programs, living conditions in general, education, social and health care for children and youngsters which are covered by its aid programs.

 **BANCA INTESA**

Banca Intesa has been the General Sponsor of „Naša Srbija”.

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