

PRESS RELEASE

Support for the most vulnerable categories of society

Banca Intesa organizes a humanitarian New Year Bazaar

Belgrade, 19th December, 2019 – In cooperation with several civil society organizations, Banca Intesa organized the first humanitarian New Year Bazaar, where the employees gathered around RSD 250,000 for humanitarian purposes by buying products and food, and donated around 200 kilograms of food to the most vulnerable categories of society.

At the New Year Bazaar, held at the Banca Intesa Head Office building, the Bank employees had the opportunity to purchase Christmas and New Year presents and decorations created by the wards of institutions, which are a part of the Centre for Accommodation and Day Care for Children and Youth with Disabilities. In this manner, approximately RSD 230,000 was collected, which the Centre will use to improve the conditions of the institutions in Belgrade, a part of this Centre.

At the Bazaar, Banca Intesa employees also bought candies made by the social enterprise “Naša kuća” (Our Home), gathering RSD 15,000 for this institution, as well as donating 200 kilograms of food to the Food Bank, for institutions which take care of the socially vulnerable populace around the country. Banca Intesa employees have also bought out the entire circulation of the Lice Ulice magazine, with which the Bank has been cooperating for several years now, and for whose sellers this is the only source of income.

The humanitarian New Year Bazaar was organized as a part of the traditional Banca Intesa project “Wrap a Gift, Make a Smile”, which was launched in 2010, in which the Bank employees have given thousands of New Year presents and directly donated more than RSD 2,600,000 in financial aid to the wards of institutions for social and medical care around the country, so far.