



Sokobanja, November 17th, 2011.

## Charity campaign of the non-governmental organization 'Our Serbia' and Banca Intesa

### SEND A FRIENDSHIP CARD

For the sixth year in the row, the non-governmental organization 'Our Serbia' supported by Banca Intesa has initiated a charity campaign '**Send a friendship card**'. The promotion of this charity project which was held in 'Mitropolit Mihajlo' Primary School in Sokobanja was attended by **Tatjana Tadić**, the spouse of Serbian President and the patron of this and many other campaigns and initiatives of 'Our Serbia', **Draginja Đurić**, Banca Intesa CEO, the friend of the campaign and the general sponsor of 'Our Serbia's' work, **Dimitrije Lukić**, the President of the Municipal Assembly of Sokobanja, **Mina Milićević**, the Director of 'Our Serbia', **Dejan Nikolić**, the parliamentary deputy from Sokobanja, **Jelena Milenković**, the Principle of Mitropolit Mihajlo Primary School, and the children whose works were selected as card motifs and other pupils as well.

The project 'Send a friendship card' this year too has an objective to raise funds for achieving the program of material and psychosocial support to the children and for improving life conditions of the youngest in underdeveloped regions of Serbia.

'I would like to call all corporate responsible companies and individuals to take part in our campaign which has been lasting for six year now. During that time we have managed to raise money to build 210 parks for children in rural regions and in classes of small schools which are separated from their parent schools. The objective of this campaign shows that we want all children in Serbia to have the same growing up conditions, to play the same games and to have better childhood. The children in this school are very talented and for several years now they take an active part in our campaign; so far they have won the most awards and due to that fact, five new parks for children i have been built n separated classes of the school', Tatjana Tadić said.

Guided by the same motif, Banca Intesa gave 20 computers as present to 'Mitropolit Mihailo' Primary School because they are necessary for successful execution of classes whereas sweet packet were delivered to the children.

'This charity initiative is of exceptional importance for us because it gives us an opportunity to help future generations to develop their talents, imagination, and creative spirit and to grow up through learning, games, and work. What may be even more important is the fact that this campaign teaches kids to be generous and good because their little art works that we have seen today will illustrate the friendship cards whose sale is intended to raise funds in order to make some other children's childhood better', Banca Intesa CEO Draginja Đurić said.



Over the course of previous years, the result of the campaign 'Send a friendship card' is 'Friendship Parks' in schools and the classes separated from their parent schools all over Serbia. In the classes separated from their parent school in 'Mitropolit Mihailo' Primary School five parks have been equipped in the villages of Dugo Polje, Trubarevac, Šarbanovac, Žučkovac and Blendija, where, for the first time, little pupils got parks equipped with swings, see-saws, climbers and benches.

**The donation to support the charity campaign 'Send a friendship card' can be paid onto the giro account of 'Our Serbia': 160-83830-10, with Banca Intesa.** The cards can be bought in post offices all over Serbia; the phone number of 'Our Serbia' 011/32 48 241 is available for all information.