

What inspires you today?

INTESA SANPAOLO GROUP CALLS SERBIAN USERS' CREATIVITY TO BUILD THE LONGEST BANNER OF THE WORLD

The "Live Inspire" Contest now live on www.liveinspire.com

The author of the most inspiring picture will be awarded with an exclusive six-day journey throughout the most beautiful places of Northern Italy

Belgrade, May 18th 2012 - The "Live Inspire" Contest, an initiative by Intesa Sanpaolo Group together with its local subsidiary Banca Intesa (www.bancaintesa.rs), has officially started on www.liveinspire.com.

By uploading their most inspiring pictures on the platform, users will actively contribute to create the longest user-generated banner of the world, getting the chance to be one of the winners of an exclusive six-day trip to Northern Italy.

This is how Intesa Sanpaolo Group wants to celebrate the launch of the new debit card INSPIRE, featuring free withdrawals in twelve countries and in more than 9,000 ATMs of the subsidiary banks of the Group.

The Inspire debit card is suitable for any purchase, offering the reliability of one of the major international banking groups: Intesa Sanpaolo.

In line with the "*What inspires you today? Go beyond your borders.*" claim, promoting Inspiration as the heartbeat of our everyday life with no care of any sort of barriers, the contest runs in **eleven different countries**, making the project a real international inspiring initiative: besides Albania, also Bosnia and Herzegovina, Croatia, Hungary, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine and Egypt. All countries where Intesa Sanpaolo Group operates through its local subsidiaries.

To join the "Live inspire" contest, Serbian users need to register on www.liveinspire.com; through their personal account, they will be able to upload up to 10 inspiring photos each month, raising their winning chances.



The “Live Inspire” contest will last until July 31: so participants have three months at disposal to spread the word, share with friends and get votes for their pictures. This is the only way to have more and more chances of being the lucky 2012 winner of the “Inspired Tour” for Serbia.

Indeed the winning picture will be selected among the top 5 most voted photo snippets by a qualified jury, according to the criteria of “Live Inspire” philosophy.

The author of the winning photo will be awarded with a **trip for two persons to Italy**, home of Intesa Sanpaolo Group: six days to discover the real soul of Italy, tasting characteristic food, discovering the breathtaking beauty of the north area of the country and experiencing first-hand the hospitality of the locals.

In addition, the “Live Inspire” platform has been developed also in its **mobile version**: participants can help building the banner through their iPhones just by downloading the free app “Live Inspire” from the Apple Store. The app, funny and easy to use, will be soon released also on the Android market.

Inspiration is going wild also on **Facebook**, where people are free to share their thoughts and experiences with fans coming from all over the world.

Through the “Live Inspire” Facebook fan page (www.facebook.com/live.inspire), already accounting for more than 70.000 fans, all inspiration enthusiasts can now get in touch, share their most inspiring suggestions and give their personal contribution to the first international community ever built around inspiration, promoted by Intesa Sanpaolo Group.

To draw attention on the Inspiration theme, the “Live Inspire” contest was preceded by a one-month competition among some of the most followed Serbian bloggers: Mirjana Dimitrijević Mimica, Vera Mlađan i Vladimir Stanković, who shared their inspiring thoughts and insights on www.liveinspire.com, inviting their audience to support and vote for them and feeding the conversation about inspiration.

The blogger who proved to be the most inspired online voice for Serbia is Vladimir Stanković, scoring 638 votes.

Intesa Sanpaolo Group

With more than 400 years of history, Intesa Sanpaolo Group is one of the major international banking groups and one of the leaders in Europe, offering its service to almost 20 million clients.

The Group has a selected presence in Central Eastern Europe and Middle Eastern and North African areas with more than 1,600 branches belonging to its subsidiaries operating in retail and commercial banking in 12 countries. Intesa Sanpaolo Group is a solid and reliable partner, with a distinctive calling: to guarantee security for its clients and find the best financial solutions to realize their projects.

“Live Inspire” is an innovative, special project aimed at stimulating and sharing inspiration among people: joining the “Live Inspire” project means going beyond boundaries, sharing views and thoughts with different people and letting inspiration go wild.

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