

PRESS RELEASE

BANCA INTESA HAS BECOME MEMBER OF THE CLUB OF UNICEF FRIENDS

For better living of children

Belgrade, March 22, 2012 – Banca Intesa has become the member of the Club of UNICEF Friends, program of regular monthly donors the goal of which is to provide happier living for the children of Serbia and improve conditions for their growth and development.

Within support to the UNICEF Friends Club, Banca Intesa calls its clients to give a contribution to the work of the fund by themselves. The clients of the bank may open standing order in any Banca Intesa office in the country, through which they will make regular payment to UNICEF and thus become members of the club, or to make one-time payment for support to UNICEF programs in Serbia, and the bank will not charge any fees for transfers made for this purpose.

“UNICEF Friends Club membership gives us an opportunity to, together with our clients, give a contribution to improving the conditions for living of children and help providing equal opportunities for growth and development of every child in Serbia. Banca Intesa is actively informing its clients on the way in which they can donate the fund, as well as on incentives offered for realisation of these philanthropic activities”, said Miloš Nedeljković, head of Payment Cards and Direct Channels Department of Banca Intesa.

The goal of UNICEF Friends Club is to raise awareness on necessity of every individual, every company and whole society caring for children, to point to necessity of care for children, and to facilitate that as many people as possible, support the UNICEF activities, regardless of the amount and thus help create a critical mass for providing better conditions for living and development of children in our country.

“Members of ‘UNICEF Friends Club and people and companies of good will, willing to contribute to realisation of every child’s rights and to help them to have a happy and carefree childhood. We thank Banca Intesa for support, and hope that their gesture will encourage other socially responsible companies to get involved. Every individual

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contribution, whether it is small or big, is an important step toward safer and happier childhood of children in Serbia”, Vesna Savić Đukić, UNICEF representative said.
