

Najveći smo kada pomažemo!

**PRESS RELEASE**

*Banca Intesa donated charity packages to low income senior citizens in Novi Sad, Niš and Kragujevac.*

**Intesa from the heart for the elderly**

**Belgrade, November 25, 2013** - Banca Intesa donated charity packages to low income senior citizens in Novi Sad, Niš and Kragujevac as well as the time of its employees who socialized with the seniors as a part of corporate volunteering programme 'Intesa from the Heart' (Intesa od srca).

The humanitarian help in the form of staples and home care products was given to members of the elderly club from the Ecumenical Humanitarian Organization in Novi Sad, Association for Local Development Kamenica, near Niš, and Viktorija Association in Kragujevac.

The aforementioned organizations were visited by about 60 members of Banca Intesa volunteer club, and the package distribution was accompanied by an adequate program and socializing with members of the senior citizens' clubs. Banca Intesa has organized the whole campaign in cooperation with the Trag Foundation.

The program of the bank's corporate volunteering, 'Intesa from the Heart', includes donating time, energy and knowledge of employees for the welfare of the community and environmental preservation. It should be mentioned that Banca Intesa recently carried out within this program a big volunteering campaign of renovation of nature reserve Carska bara, in which nearly 40 representatives of the bank's management took part.

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