

PRESS RELEASE

Banca Intesa and the magazine "Blic Žena" presented rewards to the winners of the literary competition "Senior Love", for the best third age love stories.

Authors of the best Senior Love stories chosen

Belgrade, January 28, 2014 – Banca Intesa and the magazine "Blic Žena" declared the winners of the "Senior Love" literary contest, three most authentic stories which in the best possible way speak about love in the third age. The competition started in October 2013 with the goal to affirm true life values like family, community and love, but also to draw the attention to the needs of our old fellow citizens.

The story title "Zvončići" ("Bells") was declared as the best story and its authors, Jelica and Živojin Radotić from Divostin near Kragujevac were rewarded with a journey to Verona for the coming Valentine's Day. The second prize, a weekend for two people at the spa Terme Čatež in Slovenia was given to "Love Story" that speaks about love between Olga and Vojislav Popović from Belgrade, while "Our Story" by Sofia Markov and Spasoje Popov Tepavički from Zrenjanin was rewarded with a two-day stay on Zlatibor.

All citizens of Serbia older than 55 had the right to participate in "Senior Love" competition. Famous writer Gordana Kuić was the president of the jury and the jury members included, also, Maja Kolar, Banca Intesa Marketing and Communication Manager and Ružica Mevorah, editor-in-chief of the magazine "Blic Žena". The criteria for the winners were the authenticity of a life story, originality quality and its literary value.

The award ceremony was held in "Ringier Axel Springer", a publishing house which, apart from "Blic Žena", publishes magazines like NIN, Puls, Auto Bild and Moj Auto, daily papers Blic, Alo, 24sati and also the most read domestic informative portals.

The president of the jury, Gordana Kuić, says that she chose the finalists of "Senior Love" with pleasure.

While the competition was open, the magazine "Blic Žena" was publishing love stories which deserved to enter the final round, according to the opinion of the expert jury. The readers of the magazine voted for their favorite story. The readers' prize was given to the story called "Walking" whose authors Ljiljana and Vladimir Milošević from Zemun will get a dinner for two in one of the most romantic Belgrade restaurants and a TV as a gift from editorial staff.

Ružica Mevorah is thankful to Banca Intesa for giving "Senior Love" competition to "Blic Žena". "We are all at gain", says Ružica. "The editorial staff implemented a very nice and noble action. Some readers had the chance to express their unquestionable creativity and some others could enjoy the authentic warmth of true love stories".