



PRESS RELEASE

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Charity book-collection campaign organised by Erste Bank and Sláger Rádió

The books will be given to children's villages

Budapest, 27 May 2009 – On occasion of the International Children's Day, Erste Bank and Sláger Rádió's [Radio Hits] Sláger Angyal Alapítvány [Hits Angel Foundation] are launching a charity book-collection campaign that lasts a month.

Ms. Emese Danks, communication director at Erste Bank, says the one-month charity book-collection campaign, organised by Erste Bank Hungary in collaboration with Sláger Angyal Alapítvány of Sláger Rádió, encourages customers to deposit books they no longer need in Erste Bank branches.

Following the book-collection campaign that lasts until 20 June, the books will be transported to Erste Bank's county centres, and then distributed to nearby children's villages with the assistance of Sláger Angyal Alapítvány.

The communication chief adds that the objective of the campaign is to enhance the love of books for children living in children's homes, contributing to expanding their knowledge, widening their horizon, and supporting them in their studies.

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