

PRESS RELEASE

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Erste Bank Hungary: HUF 10 million donations to flood victims

Budapest, 19 August 2010 – Erste Bank Hungary collected more than HUF 5 million with the help of its employees, customers and partners within two months on a bank account opened with the aim of supporting flood victims. The collected sum has been supplemented to HUF 10 million by the bank to support the renovation works in three villages – Köröm, Sajóhídvég, and Szendrőlád – in Borsod-Abaúj-Zemplén County and also the remodelling of the day nursery in Ináncs.

“Corporate social responsibility, help and support provided to the needy, is one of the key components in the strategy of Erste Bank Hungary, therefore the financial institution has been providing help in the rescue operations and restoration works as early as May when the torrential rains started”, underlined Ms. Emese Danks, director of communication at the bank.

The bank first delivered hundreds of waterproof raincoats to the disaster management staff of the Municipality of Miskolc on 17 May, and then opened an account at the beginning of June. Until 30 June, HUF 5,279,750 was collected from donations made mostly by employees and customers of the bank, which sum has been supplemented to HUF 10 million by Erste Bank Hungary. Köröm, Sajóhídvég and Szendrőlád, three villages in Borsod County damaged by floods, will each receive a contribution of HUF 3 million for restoration works. Based on information received by relevant municipalities, the donation will be spent on road works, and also to strengthen damp proofing of residential buildings, and to purchase furniture.

The remaining sum will be spent on the remodelling and refurbishing works of the day nursery in another flood-ridden village in Borsod County, Ináncs, in collaboration with the Hungarian Television show “Összefogás Napja” [“Day of Acting Together”] on 20 August. On this day viewers will have the chance to watch in a live coverage as empty rooms become a modern nursery that meets the demands of the kids. Erste Bank Hungary has made a contribution to the effort by purchasing the little chairs and tables, as well as the shelves, curtains, carpets, and cupboards.

Further information:

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