

## **2012 CSR Activities**

### **March - April**

**Date:** 30 March - 7 April 2012

**Title:** Easter Bazaar by Institution for Children with Special Needs "HARA"

**Information:** Bazaar by Institution for Children with Special Needs "HARA" with Easter candles and delicacies for Golden Hall visitors.

**Date:** 30 March - 13 April 2012

**Title:** Amymoni Charity Easter Bazaar

**Information:** Bazaar by Amymoni. Visitors were able to support the charity's work by buying handmade Easter candles and decorations.

**Date:** 28 March - 18 April 2012

**Title:** Presence of Unicef at Golden Hall

**Information:** The Team of the Greek national Unicef committee provided information to Mall visitors about Unicef's important work and encouraged them to offer their support by purchasing Unicef products.

### **May**

**Date:** 14 May - 20 May 2012

**Title:** ActionAid kiosk

**Information:** International non-government development organisation ActionAid, which fights absolute poverty and inequality, was provided with a special kiosk at Golden Hall, where visitors could support the organisation's work by purchasing ActionAid products.

**Date:** 7 May - 12 May 2012  
12/05, 10.00am - 7:00pm - Event

**Title:** ELEPAP kiosk and Event in the courtyard

**Information:** *ELEPAP - Rehabilitation for the Disabled* celebrated its 75 years of support to Disabled Children at Golden Hall with a number of events aimed at making its work widely known and raising funds to support the holistic rehabilitation programmes it runs, with its ongoing objective being the "Step of Life" for Disabled Children. Activities and events: -Skateboarding contests -Jewellery / greeting card

workshop -Interactive games – Painting, with painters' children and awards.  
-Graffiti painting for teenagers -Music (young band, DJ) – HipHop (show and contest) - Parkour  
Sponsors & partners: Eurobank, Lamda Development, Ford, Starbucks, EL SABOR, Krafts Jacobs, fundastick, Meli Parties, Sound Creations, Chicco, DreamTents and EUROCLINIC Athens

## June

**Date:** 6 June – 13 June 2012  
06/06, 7.00pm – 8.30pm – Opening gala

**Title:** Art Exhibition for Charity: "Paintings from Elsewhere" - Global Kiter Foundation

**Information:** The "Paintings from elsewhere" exhibition, which was for charity and was held in a store of the shopping centre, showcased some unique and exceptional paintings from the Caribbean. The visitors were able to purchase the pieces of art and support the charity through a charity box.

## July - August

**Date:** 13 July - 21 July 2012

**Title:** Amymoni Charity Summer Bazaar

**Information:** A bazaar for the Amymoni charity where visitors were able to support the charity's work by buying handmade accessories and decorations for the summer.

**Date:** 13 July - 20 July 2012

**Title:** Information on the work being done by

Greenpeace

**Information:** Greenpeace volunteers informed the visitors of Golden Hall on the activities of Greenpeace.

**Date:** 23 July – 4 August 2012

**Title:** Book and Culture Week

**Information:** SKAI Book, in partnership with the IANOS Culture Network, invited the public to discover unique books and favourite authors on the 1st floor of Golden Hall (at the former Tsantilis Store), with discounts up to 90%. Part of the revenue was donated to the Vulnerable Groups Solidarity Fund of the City of Marousi.

## October - November

**Date:** 11, 12 and 13 October 2012

**Title:** A three-day bazaar of children's literature in partnership with monthly magazine "MOMMY", the best-selling magazine in Greece about mothers, pregnancy and children.

**Information:** People were able to buy any book by donating at least one euro. All the revenue was donated to the "MITERA" Infants Centre, which protects children who do not have a stable family environment. While doing their shopping, visitors of all ages enjoyed the various events, creative activities and games.

**Date:** 26 October – 3 November 2012

**Title:** Amymoni Charity Autumn Bazaar

**Information:** A bazaar for the Amymoni charity where visitors were able to support the charity's work by buying handmade accessories and decorations.

**Date:** : 23 November 2012 – 6 December 2013

**Title:** The Smile of the Child at Golden Hall and a kiosk in Golden Hall

### **Information:**

The shopping centre, giving its attention, for yet another year, to the children in need, gathered with everyone's help, goods to cover the basic needs of the children from the "Smile of the Child" charity, so that they too could celebrate Christmas like everyone else.

Specifically, the Golden Hall Watermill provided the shelter where all the offers from Golden Hall visitors were gathered.

To further support this charity, 3 additional donation boxes were installed at the central Christmas stages in Golden Hall, at the Throne of Santa Claus (level 0) and at the Post Office (level +1), where visitors were able to contribute to the important work being done by the Smile of the Child.

## December - January

**Date:** 1 December – 6 January 2012

**Title:** Amymoni Charity Autumn Bazaar

**Information:** A bazaar for the Amymoni charity where visitors were able to support the charity's work by buying Christmas decorations.

**Date:** 1 to 31 December 2012

**Title:** WWF PANDA STORE & Events

**Information:** During the operation of the WWF Panda store, a number of children's activities and events were held on the 1st floor of the shopping centre.

1. Presence of the Panda mascot: the mascot held a white board where children could write their wishes for the environment and took photos with the children.
2. "We're all one world" game: through this game, the children learned about endangered animal species in Greece using a wooden jigsaw puzzle.
3. Narration of an environmental fairy tale titled "When Santa Claus cried": A moving, original tale where Santa Claus finds a distinctive way to show his love for children and the environment.

**Date:** 10 December

**Title:** UNICEF KIOSK & UNICEF CHARITY TV MARATHON – ET1 TV CHANNEL: LIVE REPORT FROM GOLDEN HALL

**Information:** During the TV Marathon, there were 3 live reports from the Golden Hall on TV channel ET1.

The people who visited the Unicef kiosk were able to meet Myronas Stratis, Kostas Martakis, the bank Melisses and Midenistis and were able to support, even with just one euro, the large TV Marathon to fight poverty in Greece and worldwide.

**Date:** Saturday 15 & 22 December

**Title:** ActionAid at Golden Hall

**Information:** Travelling with ActionAid in the World's neighbourhoods. Merry Kisimusi! Afishapa! Merry Christmas! The Golden Hall visitors discovered these and many more wishes from around the globe in a fantastic journey to the neighbourhoods of the World with ActionAid. In a specially designed area on the 1<sup>st</sup> floor of Golden Hall, children and adults were able to learn, by participating in various activities, about the customs and habits of many African countries and to think about certain global issues, such as the issue of inequality.

**Date:** 19, 20 and 21 December 2012

**Title:** CHILDREN'S LITERATURE BAZAAR imommy.gr Christmas kids festival at GOLDEN HALL

**Information:** A three-day bazaar of children's literature in partnership with monthly magazine "MOMMY".

People were able to buy any book by donating at least one euro.

All the revenue was donated to the "Mitera" Infants Centre, which protects children who do not have a stable family environment.

At the same time, **a live report was broadcast on radio station VIMA FM** and events, creative activities and games were organised.

## **ADDITIONAL CSR ACTIVITIES**

**Date:** June 2011 – June 2012

**Title:** Support for the “Smile of the Child” charity

**Information:** Installation of a donations box at the Golden Hall information desk to support the volunteer-based non-profit organisation “The Smile of the Child”.

**Date:** July 2011 – July 2012

**Title:** Support for the “Theofilos” charity

**Information:** Installation of a donations box at the Golden Hall information desk to support the Social Care NGO “Theofilos”.