

> Greenpeace_09 & 10/02/2012

The Direct Dialogue Team informed shopping centre visitors about the two campaigns of Greenpeace regarding Climate Change and Marine Ecology. People were able to receive information on either campaign and become Greenpeace supporters.

> The Smile of the Child

From 07.09.2012 to 01.10.2012, the charity made use of a specially designed stage in the shopping centre to hold a bazaar of school stationery for the start of the new school year.

14-29/09/2012

Additionally, from 5.00pm to 8.00pm, the charity's staff and volunteers, as well as children, were present to inform shopping centre visitors about the charity's new initiative, yousmile.gr, which is targeted at teenagers, and to hand out free silicon bracelets.

> ALMA ZOIS

Saturday 15/09 to Friday 28/09/2012

The charity used a kiosk to distribute the Greece Race for the Cure leaflet, which included the registration form for the Race held on 2nd October at the Zappeion Megaron Hall in support of women with breast cancer.

People were able to register for the Race at the kiosk by paying the token sum of €5 and getting a special t-shirt and hat to be worn at the Race.

> Make-A-Wish

15 November 2012

On 15/11, at 10.00am, 13-year-old Eleftheria, due to her health problems, came to The Mall Athens, accompanied by Volunteers of the Make-A-Wish Greece organisation and her parents, to shop, get her nails done and have lunch.

> SKAI – "TOGETHER FOR THE CHILD", Saturday 08/12/2012 and Saturday 22/12/2012

For two Saturdays, 8 & 22 December, on the 1st floor, outside the NBG ibank branch, toys were collected for the children of the "TOGETHER FOR THE CHILD" association. The event was presented by Mr Aris Portosalte (a SKAI journalist). Also, child entertainers, magicians and a choir were there to entertain the children.

**> Christmas Fashion Party
(CSR)**

09.12.2012

To celebrate the arrival of Christmas and help our fellow humans who are in need, The Mall Athens organised a unique Christmas Fashion Show on Sunday 9 December. The Show, which was supported by the City of Marousi, featured clothing and accessories from The Mall's shops and many happenings. Part of the revenue from the sales of the shops during the Christmas Fashion Party at the event's area were donated to the Social Mission Infirmary that was created under the initiative of the Athens Medical Association and the "Apostoli" Charity of the Holy Archdiocese of Athens.

Christmas model houses were offered to following NGOs in The Mall Athens for the sale of Christmas items and other items created by the charities' children.

1. AMYMONI: 04/12/2012 - 05/01/2013
2. THE SMILE OF THE CHILD, 04/12/2012 – 05/01/2013
3. ACTION AID 14 - 23/12/2012
4. UNICEF 05/12/2012 - 064/01/2013