



## **PRESS RELEASE**

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### **Cyprus, 30 centuries of history in your card**

#### **The Bank of Cyprus “captures” history and culture to the new VISA and Mastercard**

The Bank of Cyprus “captures” the history, culture and values of Cyprus in the new cards, Visa and Mastercard. The design on the cards comes from the archaeological collection of the Bank of Cyprus Cultural Foundation, on display at the George & Nefeli Giabra Pierides Collection at Phaneromeni.

Speaking today at a Press Conference presenting the new cards, the Director Consumer and SME Banking Mr. Charis Pouangare mentioned that “with the new cards, our aim is to boost the pride and sense of value in every Cypriot customer, giving our customers yet another reason and incentive to prefer their Bank of Cyprus card as they conduct their daily transactions”.

He continued by pointing out that “the Bank of Cyprus is and shall remain interwoven with the history of Cyprus, with the country’s growth and progress, with the prosperity of its people, their trials and tribulations. For Bank of Cyprus is Cyprus itself!”.



The Director of Corporate Affairs Mr. Michalis Persianis added that “for 26 centuries, ever since people minted the first coins, a tradition has held. The currency issued by a kingdom depicted its identity: its grandeur, its achievements, the values which made the kingdom - or its king - stand out from the rest. The new Bank of Cyprus card designs keep this tradition alive”.

Dimitrios Ikonou, the artist and initiator of the designs represented at the renewed cards, mentioned during his short speech: “As a Cypriot citizen, wherever I am, I want to hold a piece of my history, I want to see a piece of my country’s beauty and I want to feel the pride of my origins. As an artist, I wish to transfer to the Bank of Cyprus cardholders a piece of our island. As a human being, I hope that every transaction with the new cards of the Bank of Cyprus, will not be yet another exchange of products and services, but a transfer of culture and values”.