



## **Kids Camp 2014: Summer fun for around 500 children of VIG employees**

Saturday 26 July sees the start of a fun-packed fortnight for around 500 children. Wiener Städtische Versicherungsverein, main shareholder of Vienna Insurance Group, is staging the fifth Kids Camp for the children of Group companies' employees. Albania, Croatia, Poland and Ukraine are among the more than 20 countries represented this year. The youngsters, who come from Austria and across Central and Eastern Europe, have a choice of three camps: the City Camp in the Strebersdorf area of Vienna, the Country Camp in Wagrain in Salzburg, and the Mountain Camp in the Styrian town of Mariazell.

### **Forging new friendships**

*"It's fascinating to see how quickly and easily children from different countries work around cultural differences. At the Kids Camps, the children can make new friends of their own age from different nations, an experience that helps them see the world from a different perspective. The enjoyable, relaxed setting gives them a taste of the sort of intercultural environment that their parents work in every day, since international collaboration is central to the way our Group operates", explained*  
**Günter Geyer, Chairman of the Managing Board of Wiener Städtische Versicherungsverein.**

### **Creative skills in demand**

In order to take part in the Kids Camp, the prospective participants had to show off their creative flair in a painting competition held under the motto "My home". Entry was open to budding artists aged between nine and 13, who showed what they associate with the idea of home. Besides important figures from their personal lives, such as family and friends, the young painters also captured landscapes and sights from their home countries on paper. The most creative entries were rewarded with an invitation to the Kids Camp.

### **Promoting cross-cultural exchange**

The two-week programme includes a lot of exciting activities like hikes, voyages of discovery into salt and stalactite caves, sightseeing in Salzburg and Vienna, as well as plenty of opportunities for sports, games and swimming. The laid-back atmosphere is the perfect place for the children to share memorable experiences with other youngsters of the same age from around Europe. This reflects Wiener Städtische Versicherungsverein's aim of promoting the cross-cultural understanding and cultural exchange which are part and parcel of life in the heart of Europe.

For further information visit [www.vigkidscamp.com](http://www.vigkidscamp.com)

WIENER STÄDTISCHE WECHSELSEITIGER VERSICHERUNGSVEREIN, MAIN SHAREHOLDER OF VIENNA INSURANCE GROUP

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Wiener Städtische Versicherungsverein is the main shareholder of the Vienna Insurance Group (VIG) and provides support for the Group's cultural and social activities, with a focus is on enhancing cross-border, intercultural exchange. The emphasis is also on creating an environment in which individual cultures can thrive. Partnerships and initiatives are geared towards supporting the activities of social organisations, especially in the Central and Eastern European countries in which the Vienna Insurance Group has a presence. As the main shareholder, Wiener Städtische Versicherungsverein is also concerned with key strategic matters within the Group.

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