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## 20 nations united: 500 children experience Austria at the VIG Kids Camp

**Wiener Städtische Versicherungsverein invited children from Central, Eastern and Southern Europe to the VIG Kids Camps in Vienna, Salzburg and Carinthia.**

Around 500 children from 20 CEE countries (including Georgia, Bosnia, Serbia, Albania, North Macedonia, the Czech Republic, Slovakia, Romania, and Estonia) spent the past 14 days getting to know some of Austria's most beautiful regions – entertaining senior citizens and planting thuja trees in the process. *“Children always find a way to connect – regardless of language or background. I see this for myself year in year out at the VIG Kids Camp, which we are hosting for the 13th time this year. The camp is not only a way for us to express our appreciation for our colleagues – we also want to give their children the opportunity to experience the Group's international diversity first hand. In the process, we also share the values that connect us as an insurance group: mutual understanding, respect and solidarity,”* explained **Robert Lasshofer, Chair of the Managing Board of Wiener Städtische Versicherungsverein**, the main shareholder of the Vienna Insurance Group (VIG). “The VIG Kids Camp provides fun and adventure for the children in an international setting, while at the same time giving their parents the wonderful feeling – and peace of mind – that their little ones are in safe hands. It's one of the numerous ways in which VIG lives up to its corporate responsibilities,” noted **Hartwig Löger, CEO of the Vienna Insurance Group**.

### Intergenerational dialogue

This year's VIG Kids Camps took place at four locations: in Vienna (Strebersdorf), Salzburg (St. Johann and Radstadt im Pongau) and Carinthia (Seeboden am Millstätter See). During their stay, the children visited retirement homes, treating the residents to performances of traditional and contemporary songs and dances, as well as creative and acrobatic displays. A joint environmental initiative was also part of the programme. Alongside all the fun, games and action, the children also explored some of Austria's most beautiful sights: the highlights included hikes up mountains and glaciers, voyages of discovery to lakes and salt and stalactite caves, and sightseeing in Vienna, Salzburg, and Klagenfurt.

### “What friendship means to me”

Children who wanted to take part in the VIG Kids Camp had to submit an entry to a photo competition entitled “What friendship means to me”, which was held across the leading insurance group in Central, Eastern and Southern Europe at the start of this year. The competition was open to 9- to 13-year-old children of Group employees. The most creative entries were rewarded with an invitation to the VIG Kids Camp 2025.

**Wiener Städtische Versicherungsverein** is the main shareholder of Vienna Insurance Group AG Wiener Versicherung Gruppe (VIG), the holding company for the Group's international insurance operations. Wiener Städtische Versicherungsverein supports the Group's cultural and social activities, with an emphasis on cross-border exchange with the Central and Eastern European countries in which VIG has a presence. Its partnerships and initiatives are geared specifically towards supporting the activities of social organisations which provide space and scope for personal and cultural development.

The **Vienna Insurance Group (VIG)** is the leading insurance group in Central and Eastern Europe (CEE). With more than 50 insurance companies and pension funds in 30 countries, the Group has a long-standing tradition, strong brands and close customer relations. VIG's 29,000 employees take care of the needs of more than 32 million customers day in day out. VIG shares have been listed on the Vienna Stock Exchange since 1994, in Prague since 2008 and in Budapest since 2022. The VIG Group has an A+ rating with stable outlook from the internationally recognised rating agency Standard & Poor's. VIG cooperates closely with Erste Group, the largest retail bank in Central and Eastern Europe.

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A copy of this press release as well as press photos – ©Wiener Städtische Versicherungsverein/Richard Tanzer – are also available at [wst-versicherungsverein.at](http://wst-versicherungsverein.at).

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