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VIG Kids Camp 2018: 500 children from 23 different countries delight senior citizens in Austria

This weekend, around 500 participants from 23 European nations returned to their home countries. They can look back on an exciting and action-packed stay in Austria at the VIG Kids Camp 2018, an initiative of Wiener Städtische Versicherungsverein.

The 500 or so children of VIG employees from Central and Eastern Europe – from countries including Georgia, Hungary, Latvia, Poland, Romania, Slovakia and Ukraine – had an unforgettable fortnight at one of four camps: the City Camp in the Strebersdorf area of Vienna; the Country Camp in Wagrain, Salzburg; the Mountain Camp in the Upper Austrian town of Bad Goisern; and the Lake Camp in Seeboden in Carinthia. *“A sense of solidarity, social awareness and mutual understanding are an integral part of day-to-day work at our Group – and these are values that we want to instil in the kids through fun and enjoyable activities,”* explained **Günter Geyer**, Chairman of the Managing Board of Wiener Städtische Versicherungsverein, the main shareholder of the Vienna Insurance Group (VIG).

Bringing together generations

This year, besides hiking on mountains and glaciers, voyages of discovery to the Neusiedlersee and salt and stalactite caves, sightseeing in Vienna, Salzburg and Klagenfurt, as well as sports, fun and entertainment, the youngsters once again visited retirement homes, presenting folk dances and songs and artistic and acrobatic performances. *“We aim to promote a feel for diversity and an international outlook among the youngest members of our society, as well as better understanding between the generations,”* commented Mr Geyer, the initiator and patron of VIG’s Kids Camp.

Participants from Macedonia, Moldova, Romania and Ukraine spent a morning at the **Kolpinghaus Gemeinsam leben facility in Vienna’s Leopoldstadt district**, while residents of the **Caritas Haus Martha care home in Klagenfurt** gave a warm welcome to children from Belarus, Poland and Ukraine. Youngsters from the Czech Republic, Poland and Slovakia visited the **Seniorenresidenz Mirabell retirement home in Salzburg**, where the residents enjoyed the children’s highly entertaining performance, as did the senior citizens at the **Evangelisches Alten- und Pflegeheim retirement and care home in Bad Goisern** in Upper Austria.

“Take a photo of peace”

An initiative of Wiener Städtische Versicherungsverein, VIG’s Kids Camp took place for the ninth time in 2018. Prospective Kids Camp participants took part in a photo competition entitled “Take a photo of peace”, which was held across the Group at the start of this year. The competition was open to 9- to 13-year-old children of VIG employees. The most creative entries were rewarded with an invitation to VIG’s Kids Camp 2018 and also entered for the Children Peace Image of the Year prize, part of the 2018 Alfred Fried Photography Award. Eight of the roughly 500 submissions made it onto the shortlist for the Children Peace Image of the Year, which comes with prize money of EUR 1,000.

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.

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