



## 400 children from 22 nations visit Austria

**Wiener Städtische Versicherungsverein invited 400 children from Central and Eastern Europe to the VIG Kids Camps in Austria.**

Around 400 children from 22 European countries recently spent two weeks of their summer holidays at three VIG Kids Camps in Vienna-Strebersdorf, St. Michael im Lungau in Salzburg, and in Seeboden in Carinthia. *“We are delighted that the VIG Kids Camp is taking place again this year after a break of three summers due to coronavirus! Inviting the children of our colleagues from almost 50 companies to Austria is far more than a project of the heart: we want to familiarise them with the values of our insurance group – solidarity, mutual understanding, and social awareness – in a playful way while they’re still young. It is always fascinating to observe how quickly children from different countries strike up friendships and approach each other, despite the language barrier. That shows there is always a way to understand one another,”* says **Robert Lasshofer**, CEO of Wiener Städtische Versicherungsverein, explaining the motives behind the extraordinary social campaign.

### Cross-generational encounters

An exciting and enriching time was had by the children (from countries including Romania, Poland, Albania, Slovakia, Macedonia, Serbia, Georgia, and Turkey), who got to know the best aspects of Austria in the past two weeks. Hikes up mountains and glaciers, journeys of discovery to lakes as well as salt and dripstone caves plus sightseeing in Vienna, Salzburg, and Klagenfurt were just some of the items on the programme. During their stay, the children also visited facilities for seniors, where they delighted the residents with folk and modern dance and vocal interludes as well as with creative and acrobatic performances.

### “How I want to improve the world”

In order to take part in the VIG Kids Camp, Austria’s largest international insurance group announced a photo competition at the beginning of the year under the motto “How I want to improve the world”. Employees’ interested children between nine and 13 years were able to apply. The most creative submissions were rewarded with an invitation to VIG Kids Camp 2023, which took place for the eleventh time this year.

**Wiener Städtische Versicherungsverein** is the main shareholder of Vienna Insurance Group AG Wiener Versicherung Gruppe (VIG), the holding company of the internationally active Vienna Insurance Group (VIG). Wiener Städtische Versicherungsverein supports the Vienna Insurance Group (VIG) in cultural and social matters. In doing so, it places great importance on cross-border exchange with those countries of Central and Eastern Europe in which the Vienna Insurance Group (VIG) is active. Within the scope of cooperations and initiatives, activities of social organisations, which among other things create space and freedom for personal and cultural development, are supported in a targeted manner.

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