



## PRESS RELEASE

### Corporate Social Responsibility Program

#### The “Sun Protection” program was completed for 2013 at Paros and Naxos

With a sense of responsibility towards the society, Blue Star Ferries, a member of Attica Group supported for a fifth consecutive year the insular area of Greece through the “Sun Protection” program by conducting free medical examinations for skin nevi (moles) as well as awareness speeches at the islands of Paros and Naxos in collaboration with the Organization for the Prevention and Treatment of Melanoma “Melampous”.

The established “Sun Protection” program aims at raising the awareness of the local communities about the prevention and also the risk from prolonged exposure to the sun as well as to inform them about the appropriate sun-protection measures that lead to efficient exposure and eradicate the risk of health hazards.

The growing need for supporting healthcare services to our islands is confirmed from the increasing participation. This year a total number of approximately 700 people was examined from both islands, while at the same time tens of mole removal procedures were conducted from experienced plastic surgeons.

Early diagnosis and removal of melanomas and carcinomas of the skin or atypical moles has contributed to the early diagnosis and removal of suspicious lesions and most importantly to the timely removal of melanomas and skin cancers before they become threatening to the lives of patients.

From 2008, the “Sun Protection” program has traveled to a total number of 14 islands of the Aegean including: Amorgos, Tilos, Nissyros, Astypalaia, Donoussa, Schinoussa, Koufonissi, Iraklia, Patmos, Leros, Ios, Santorini, Paros and Naxos. It is worth mentioning that the particular initiative has been awarded with the “2010 ERMIS Silver Award” in the field of PR for the category “Society & Business”, which is organized every year by the Union of Corporate Advertisers of Greece (EDEE).

Blue Star Ferries feels the obligation to sincerely thank the head of the organization “Melampous”, Dr. Konstantina Fragia, point of reference for melanoma in Greece, as well as all the volunteer doctors and nursing staff that have been participating in this program and offering their services all these years in a pro bono commitment.

“Sun Protection” is a part of Attica Group’s Corporate Social Responsibility Program entitled “With you as our destination” which is addressed to the islands served by the Group’s fleet through its ship owning companies Blue Star Ferries & Superfast Ferries.

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