



5 August 2019

VIG Kids Camp 2019: 500 children from 23 different countries delight senior citizens in Austria

Wiener Städtische Versicherungsverein invited children from Central and Eastern Europe to Austria to take part in the VIG Kids Camp for the tenth time this year.

About 500 children from 23 different European countries had an exciting time taking part in the varied programmes at the four VIG Kids Camps located Strebersdorf in Vienna, Wagrain in Salzburg, Seeboden in Carinthia, and Maria-Lankowitz in Styria. As well as all the sporting activities and fun and games, the kids made new friends, got to know some beautiful parts of Austria and its culture, and visited senior citizens in retirement homes. *“This year, we invited children of Group company employees to Austria for the VIG Kids Camp for the tenth time,”* explained **Günter Geyer**, Chairman of the Managing Board of Wiener Städtische Versicherungsverein, and initiator and patron of VIG Kids Camp. *“At VIG Kids Camp we want these young people from all over Europe to gain a deeper understanding of the values which are an integral part of day-to-day work at our Group – mutual understanding, social awareness and a sense of solidarity – through fun and enjoyable activities.”*

Bringing together generations

The 500 or so children had a wonderful time taking part in a range of stimulating and varied activities at the two-week long camps. These included hiking on mountains and glaciers, voyages of discovery to lakes and salt and stalactite caves, and sightseeing in Vienna, Salzburg, Klagenfurt and Graz. During their time in Austria, the children once again visited retirement homes, treating the residents to performances of traditional and contemporary songs and dances. *“With these types of activities, 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**.

“Take a photo of peace”

Children who wanted to take part in VIG Kids Camp had to submit an entry to 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 2019 and also entered for the Children’s Peace Image of the Year prize, part of the 2019 Alfred Fried Photography Award. The Alfred Fried Photography Award for Children comes with prize money of EUR 1,000.

Wiener Städtische Versicherungsverein is the main shareholder of the Vienna Insurance Group (VIG) and supports the Group’s cultural and social activities, with a focus on enhancing cross-border, intercultural exchange. There is also an emphasis 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 East European countries in which the Vienna Insurance Group has a presence.

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