

October 19, 2010

Citi and Focus-Media launch a program on involvement of students in non-profit organizations in Rostov-on-Don and Volgograd

This is the fourth time the program to involve students in non-profit organizations (NGOs) has been run. Its goal is to support NGOs by actively involving students in their activities. Students receive special training and work on distance learning courses before going on to work in NGOs and developing social projects. The best projects are then chosen to receive financial support and the most promising students are given awards.

The program has been run previously in Yekaterinburg, Nizhny Novgorod and St. Petersburg, where it has had a positive influence on over 50 local NGOs. The organizations had the chance to involve young leaders in their activities, drawing on their talent and creativity. Over three years more than 300 students have received training, while 64 projects have been developed, 30 of which were selected for financing.

"Citi is now supporting this initiative to get students involved in the work of NGOs in Russia for the fourth time", noted Tatyana Avramenko, Corporate Responsibility Manager at Citi Russia. "We see this project as solving a number of important issues in Russian society; not only does it allow young people to actively demonstrate their social responsibility but it also gives them the opportunity to learn more about non-profit organizations through practical experience."

"We are very glad that our initiative to involve students in the non-commercial sector has again received support from Citi. We are sure that this project makes a significant contribution to the development of our society and inspires people to play an active role in both their local communities and the country as a whole," added Oksana Barkalova, Project Manager from the Focus-Media Foundation.

Public Health and Social Development Foundation FOCUS-MEDIA established in Russia since 1996 is committed to create healthy, tolerant and prosperous communities through enlightening, educating and involving people and organizations in activities aimed at improving their living conditions and health. The Foundation's main tools are unique combination of social marketing techniques, education programs, and mass media campaigns based on promoting deliberate choice and personal responsibility.

Citi is the leading global financial services company that provides services to circa 200 million client accounts and does business in more than 140 countries. Through its two operating divisions: Citicorp and Citi Holdings, Citi provides consumers, corporations, governments and institutional clients with a broad range of financial products and services, including [consumer banking](#) and [lending](#), corporate and investment banking, [securities brokerage](#), and wealth management. For more information, visit www.citigroup.com or www.citi.com

ZAO Citibank was one of the first banks with foreign capital that entered Russian market in 1993. Citibank has since grown to become one of the largest banks in the country. Citibank offers its corporate and individual clients a broad range of [products](#) and [services](#). At present, the Bank has over 3,000 employees; its distribution network includes over 350 [ATMs](#), [retail branches](#) across major cities in Russia, Kazakhstan, and Ukraine. For more information on Citibank in Russia, visit www.citibank.ru