

PwC supports Cyprus Anti-Cancer Society

PwC Cyprus, as part of its vision for social growth once again took part in the 'Regularity Rally,' an event open to classic cars more than 20 years old, and supporting the work of the Cyprus Anti-Cancer Society.

The company entered the "48-hr Cyprus Rally" with a team of 17 people and five classic cars, donating €2,000 to the Cyprus Anti-Cancer Society.

The rally, which was organised for the 9th consecutive year by the Cyprus Federation of Classic Vehicles in coop-

eration with the Bank of Cyprus, supports the work of the Anti-Cancer Society.

The start took place on Friday, April 8 at the main offices of the Bank of Cyprus in Nicosia when participants drove towards Protaras.

On Saturday, the entrants drove along the southern coast of the island passing from Kossi and Erimi on the way to Paphos. The charitable event ended with an award ceremony which took place in a festive atmosphere in Limassol on Sunday.



PwC received an award as one of the top five supporters of the event with the highest donation



SAILING AWAY: Sharon and Russell Edmundson were the lucky winners of the Century Travel seven-night Thomson Cruise which departed on March 30 from Limassol to Turkey, Egypt and Israel. The cruise was won in October 2010 during the Friends of the Paphos Hospice Fund-raiser Ball at the Paphos Annabelle Hotel

Lucky MTN Easter eggs with gift vouchers

This Easter all new MTN PayMonthly port-in subscribers, have the opportunity to win up to €400 through lucky Easter eggs!

All subscribers who transfer their line to MTN until April 30 will receive their lucky Easter egg that may contain vouchers of up to €400 for purchases of products at MTN and Germanos and selected associates.

The offer is over and above the benefits that the subscriber will receive by connecting to MTN.

Thus, with every MTN PayMonthly connection, in addition to the hand-



set subsidy through which you can get your favourite mobile device possibly free, the subscriber will also receive the prize that is mentioned in the lucky egg and can be redeemed until May 31.

The offer is valid at all MTN, Germanos shops

and associate shops for 12 and 18-month MTN PayMonthly connections, and 12 and 24-month Mobile Broadband connections.

For more information, terms and conditions visit www.mtn.com.cy or contact the MTN Call Centre at 136.

International makeover for Carlsberg

Carlsberg Group has launched a new brand proposition for its flagship Carlsberg brand, supported by a range of new marketing initiatives and innovations.

It was rolled out simultaneously across more than 140 markets and will be visible from packaging through to point-of-sale and other marketing communications.

The proposition encourages consumers 'to step up and do the right thing', rewarding themselves with a Carlsberg for their deeds, and carries the tagline "That calls for a Carlsberg".

A new strain of barley, Null-LOX barley, has been developed and is being rolled out across Carlsberg's markets.

Khalil Younes, Senior Vice President of Global Sales, Marketing and Innovation, said: "Carlsberg is produced using only natural products and we are continually trying to improve them. Null-LOX barley, allows beer to stay fresher longer and provides better foaming characteristics. These benefits are further enhanced when combined with Carlsberg's new fast-acting strain of yeast (234). Your fresh Carlsberg just got fresher," adds Younes.

The visual identity has also been updated.

The Danish Royal crown has been made more simple and distinctive and the dominant green that has been used since 1904 has been made more vibrant, while the antique gold has been replaced by a more sophisticated alloy of gold and silver.

In addition to these refinements, the brand's logo now carries three elements - together for the first time - which will help reiterate the brand's position as an authentic, high quality, natural product - the Brewer's Star, the Hop Leaf and the inclusion of 'Copenhagen 1847', the city where and date when Carlsberg was first brewed.

However, the core elements remain the same and are still as distinctive and recognisable as ever.

Muhanna celebrates quarter of a century

(Arabic, English, French and Greek).

From offices in Cyprus and Lebanon, operations cover a large number of countries of the Middle East, the Arabian Gulf, Africa, Eastern Europe as well as Greece. The Muhanna Foundation was set up in 1994, as a non-profit organisation dedicated to education, research, platform for dialogue, and specialised training programs in the spheres of actuarial science, social insurance, financial awareness and related issues.

It offers actuarial and consultancy services, including strategic and management advice, to governments, semi-government and government organisations in the fields of occupational pensions, social security, health care, unemployment and insurance.

It also provides 'Human Capital' consultancy services to corporate clients in the areas of pensions, employee benefits and compensation related matters.

In addition, it offers a turn-key administration and general investment advisory solution for pension and provident funds.

Our firm brings together, in addition to actuarial expertise, human resources, IT, administration, investment strategy, policy and legal expertise in a multilingual environment

i.e. Muhanna & Co. this year celebrates the 25th anniversary of its establishment.

Since it was formed in Cyprus in 1986, the company has established itself as one of the leading actuarial and consultancy service providers in the Middle East, Cyprus and Greece.

It offers actuarial and consultancy services, including strategic and management advice, to governments, semi-government and government organisations in the fields of occupational pensions, social security, health care, unemployment and insurance.

Their contribution extends beyond the scope of professional services and their corporate social responsibility finds expression in involvement in community voluntary support services, as a duty to society.

Train to be a hypnotherapist in Cyprus this summer

Fascinated by hypnosis? Intrigued by the workings of the mind?

Learn the secrets to successful communication and become a qualified hypnotherapist this summer.

The course is the official National Guild of Hypnotists (NGH) training course. For those who wish to learn how to help people to lose weight, stop smoking and lots more. See feedback from people who have already attended the course on www.bodywatch.ie.

To view a television interview with the instructor key 'Niamh Flynn hypnosis Ireland' into Youtube.