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THE HELLENIC INITIATIVE

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GLOBAL GREEKS AND DIASPORA LAUNCH THE HELLENIC INITIATIVE IN ATHENS
Pledges Short and Long Term Investment to Support Economic Sustainability for Greece



"President Clinton and founding members, from left to right, George Stamas, Andrew Liveris, and George David, launch The Hellenic Initiative to rally global Greek support during an event in Athens on Sunday."

--Photo courtesy Thanassis Anagnostopoulos, Ace Images

ATHENS, Greece JULY 22, 2012 – Convening a group of Greek business leaders and prominent members of the global Diaspora, The Hellenic Initiative (THI) was officially launched today during a roundtable discussion on how international collaboration can support the sustainable long term development and economic growth of Greece. THI is a global non-profit, non-governmental initiative which aims to provide critical funding to sustain organizations that can help inspire entrepreneurship, business development and investment that will ensure the Nation's long-term prosperity.

“By combining the support and expertise of the global Diaspora and Philhellene community – Oli Mazi, All Together – The Hellenic Initiative will provide immediate and vital support in ensuring the prosperity of established and new organizations, and more importantly, encourage ongoing education, entrepreneurship and investment that will provide a sustainable foundation for the country’s future,” said THI founding member Andrew N. Liveris.

“Greece is a rich country - in people, culture, and resources - and the economic downturn provides enormous opportunities for Greeks to chart a new future for their country,” said President Clinton, who opened the private discussion. “I am pleased the Diaspora is joining together to embrace these opportunities and to invest in their country. I look forward to continuing to support their efforts.”

In addition to the creation of new economic development programs, THI will also work together within the existing philanthropic infrastructure to supplement the work of others and establish new levels of collaborative effectiveness. THI has already established strong links to the Leventis Foundation in Greece and the Stavros Niarchos Foundation in the United States and will collaborate with partners in the UK and Australia, as well as with the Greek Orthodox Church.

THI founding member and business leader with extensive interests in Greece, George A. David said “I am pleased to see the interest and support of our Diaspora. Greece has enormous potential for growth which THI can help to ignite and today’s meeting is a great first step.”

“By partnering with credible and established organizations, and guided by our own analysis, THI will identify which areas to focus on for building capacity to support economic growth, inspire entrepreneurship and encourage investment” added THI founding member George P. Stamas.

As part of their launch activities, THI Founding Members also met with Greek Prime Minister Antonis Samaras to highlight the focused collaboration needed to support the long term development and competitiveness of Greece.

THI’s founding members have extensive experience in philanthropy, business and organizational management and will contribute their combined expertise to this unique project. The Founders are:

- Andrew N. Liveris, Chairman and CEO of The Dow Chemical Company
- Muhtar A. Kent, Chairman and CEO of The Coca-Cola Company
- George A. David, Chairman Coca-Cola Hellenic Bottling Company
- George P. Stamas, P.C., Partner at Kirkland and Ellis LLP

About The Hellenic Initiative:

Founded in 2012, The Hellenic Initiative (THI) is a global, non-profit, non-governmental secular institution whose vision, through the generosity of the Greek Diaspora and Philhellene community, is to provide critical pragmatic encouragement and financial support to **sustain** organizations and programs that can help put an end to the current humanitarian crisis and **inspire** the

entrepreneurship and business development that will **empower** the Greek people to strengthen their Nation's long term prosperity. **Oli Mazi – All Together.**

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