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*United Bank, Long Live Egypt Fund participate in campaign to eradicate Hepatitis C*

**المصرف المتحد**  
The United Bank

**إنطلق معنا**

The United Bank is participating in the national campaign to eradicate the Hepatitis C virus in Egypt, in cooperation with the Long live Egypt Fund, according to a statement by the bank.

The United Bank is participating in the campaign by creating a set of direct contact and outreach mechanisms for its clients. These include sending SMS messages to the number 37 037, with the phrase "Long live Egypt" in Arabic. The revenue of these messages will be directed towards contributing to providing HCV treatment.

These mechanisms were launched on 30 July, through the bank's website, social networking sites, and publications issued by the bank. Also involved are direct contact centres, and ATM machines and the bank's 50 branches across the country.



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