

MEDIA RELEASE

Scotiabank partners with the Heart & Stroke Foundation and Variety, the Children's Charity

Rockley Christ Church, February 14, 2013 – Scotiabank teamed up with the Heart & Stroke Foundation and Variety, the Children's Charity, to bring joy to the hearts of customers this Valentine's Day.

The first few customers entering any Scotiabank branch were greeted with complimentary gold hearts, purchased by the Bank to raise funds for children with special needs, while customers visiting Scotiabank's Rockley branch were also surprised with free mini health checks by the Heart & Stroke Foundation.

In the spirit of the day, Scotiabank took the opportunity to present the Heart & Stroke Foundation with a cheque for \$5,000 to purchase a 24-hr heart monitoring equipment, a gesture which delighted Gina Pitts, CEO of the Heart & Stroke Foundation, who commented:

"Thanks to Scotiabank for your kind cheque donation which now enables the Foundation to purchase a pair of 24hr Blood pressure monitoring machines. This valuable testing equipment will help our patients, who already have high blood pressure, to see how their lifestyle and medication is affecting them, but more importantly they can be used by the general public, to see if a person truly is hypertensive outside of a clinical consultation."



Photo 1 From left to right: Donna Russell, Variety Barbados Executive Director; Nicola Greaves, Scotiabank Marketing Manager; Gina Pitts, Heart & Stroke Foundation of Barbados Chief Executive Officer and Wendy A. Knight, Scotiabank Senior Operations Officer.

Scotiabank has also partnered with Variety, the Children's Charity to promote its Gold Hearts Campaign 2013 with the theme from Disney Pixar's Monsters Inc – "They Scare Because They Care!", and is offering gold hearts for sale at \$5.00 each at all of its branches. With each hearts sold, patrons will get a chance to win three airline prizes while assisting the Charity to fulfill its mandate. Variety the Children's Charity of Barbados and the Eastern Caribbean, an affiliate of Variety International aims to support the children of Barbados and the Eastern Caribbean, with special focus on those who are less fortunate, mentally and physically challenged.



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Donnah Russell, Executive Director of Variety was on hand at the Rockley branch to witness the distribution of hearts to customers. Mrs. Russell said, "Variety is proud of our relationship with corporate Barbados. We are especially proud that Scotiabank is part of our Gold Hearts campaign this year, distributing gold hearts and raising funds for our special project - "Bringing Technology to Children with Special Needs."

Funds raised towards this effort will provide computers, iPads and other devices needed for the fourteen primary school units and agencies catering to the island's special needs children. These devices have been proven to make a big difference to special needs children because they provide a variety of teaching and learning techniques to engage them through the use of large fonts, symbols, use of repetition; and use of games either in groups or one-on-one sessions. They also support language development and impart confidence, motivation and empowerment to the students themselves.



Photo 2 – Scotiabank customer, Shantel Hinds, receiving her free mini health check

The Heart & Stroke Foundation will continue to partner with Scotiabank by offering preventative mini health checks in Scotiabank branches as part of its Go Red for Women campaign which culminates in the Red Dress Gala evening on the 23rd February, at the George Washington House.

These checks provide valuable and quick pre screening information, regarding the number values for cholesterol, sugar, and blood pressure with a trained Nurse to provide guidance on how to improve the numbers. Customers can also pick up free information on healthy eating habits and recipes.

The next free health checks will be available at Scotiabank Bridgetown on Monday February 18th and Scotiabank Warrens on Wednesday February 20th.

About Scotiabank

Scotiabank is committed to supporting the communities in which we live and work, both in Canada and abroad, through our global philanthropic program, Scotiabank Bright Future. Recognized as a leader internationally and among Canadian corporations for our charitable donations and philanthropic activities, Scotiabank has provided on average approximately \$45 million annually to community causes around the world over each of the last five years. Visit us at www.scotiabank.com.

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