



## **SCOTIABANK (BARBADOS) LIMITED**

**June 18, 2024**

### **Scotiabank Junior Monarch 2024 Launched!**

The 2024 edition of the Scotiabank Junior Monarch was launched today at the Bank's location in Warrens. Scotiabank has injected over BBD\$80,000 into this year's Programme, which includes 40 entrants – more than 20 in the traditional calypso category, and 15 across the bashment, sweet and power soca formats.

Speaking at the launch, Carol Roberts - Chief Executive Officer, National Cultural Foundation (NCF) thanked Scotiabank for its longstanding commitment to youth development. "This successful relationship that the NCF has had with Scotiabank has lasted for over 25 years. There is no other sponsor that has stayed the course and financed a single Crop Over event, especially one that caters to our youth, for the length of time that Scotiabank has with the Junior Monarch Competition" she commented.

The Scotiabank Junior Monarch stage represents a critical incubator for the senior calypso competitions, whether it be calypso or soca. The incredible value of the programme is evident in the Pic-O-De-Crop Finals where former Junior Monarchs are among the finalists.

Suzette Armoogam-Shah, Managing Director, Scotiabank Barbados emphasized the Bank's focus on helping young people reach their full potential. "The Scotiabank Junior Calypso Monarch helps our young people learn and enhance their skills. Participants are exposed to more than just the competition aspect of the programme, but also benefit from mentorship and vocal training through scheduled workshops. We're also hosting financial planning workshops where they learn the importance of saving, budgeting and investing. The programme truly aims to help our young people become well-rounded" she indicated.

At the Launch event, the 26 semi finalists also drew for their performance positions.

This year, there will be two Scotiabank Junior Monarch tents - this Sunday, June 15 and next Sunday, June 22 at the Steel Shed, Queen's Park. The Semifinals will be held on Sunday, July 7 at the Graduation Tent, UWI, Cave Hill Campus.

The Finals will be held on Saturday, July 20 at the National Botanical Gardens.



Suzette Armoogam-Shah, Managing Director, Scotiabank during the Media Launch of the Scotiabank Junior Monarch 2024



Carol Roberts – Chief Executive Officer, NCF thanked Scotiabank for its longstanding partnership during the Media Launch of the Scotiabank Junior Monarch 2024.



Reigning Scotiabank Junior Monarch – Sakarah performed during the Launch.



Bit Bit draws for his semi final performance place in the calypso category.



Scotiabank presents its sponsorship cheque to the NCF while the semi finalists celebrate the launch of the Scotiabank Junior Monarch 2024.