



PRESS RELEASE

For Immediate Release

Mandisa gets a Scotiabank homecoming



1 - Lisa Cole, Head of Marketing for Scotiabank Caribbean East has a chat with Aisha Mandisa Butcher while Sherwin Cumberbatch, Marketing Officer for the NCF looks on.

“Practice makes permanent,” that is the advice from Aisha *Mandisa* Butcher, the 2012 Scotiabank Junior Calypso Monarch. The young calypsonian uttered these words last Friday when she met with the Scotiabank team for a small homecoming in her honour at the office of the company’s Managing Director Caribbean East in Warrens, St. Michael.

Scotiabank showered the junior champion with a grab-bag of goodies as an expression of pride and to welcome her home from her recent overseas guest appearance at the Trinidad Junior Monarch Final competition held on Monday, February 4, 2013 at the Queen's Park Savannah. This performance, organised by the National Cultural Foundation, forms another one of her tour assignments as the current title holder.

As the start of 2013 Crop Over season draws nigh, *Mandisa* in reflecting on her experience over the last year commented, "I would have to say that it has been an awesome experience, with lots of opportunities for my growth and advancement as an artiste."

The soft-spoken lass continued, "One thing that I am still getting used to though is the instant popularity that comes along with winning the title. It is still surprising and heartwarming when people recognise and congratulate me."

With a number of performance engagements both locally and regionally now under her belt, *Mandisa* offered a few pearls of wisdom to her fellow young artiste, "Anybody looking to be successful in this industry should employ the services of a voice coach - I would recommend it. A voice coach could really help to improve your singing and breathing techniques, pronunciation and diction, teach you how to develop and project your voice, and also assist with your preparations for performance. These things are very important when you are being judged."

Mr. Ronald Davis, the National Cultural Foundation's, Cultural Officer with responsibility for Music agrees, he sees the overall development of vocal training and other attributes as the continued driving force behind the upcoming week-long series of workshops designed to assist young persons interested in competing in this year's Scotiabank Junior Monarch an opportunity to improve their craft.

Further details on the 2013 workshop, which is scheduled for April, will be announced shortly.

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