



For Immediate Release

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Scotiabank & West Indian Cricket Legends Joel Garner and Jeffrey Dujon Partner to Reach Children - Unveil New Kiddy Cricket Campaign



Joel Garner, legendary West Indian fast bowler from Barbados who is featured in the new Scotiabank Kiddy Cricket Campaign takes a moment to share his passion with young Kiddy Cricketers. In the campaign Garner is a source of inspiration to the youngsters who are being groomed by the West Indies Cricket Board and Scotiabank to be the next generation of cricketing greats.

Scotiabank has been giving children in Jamaica and across the English Caribbean the opportunity to pursue their dreams of becoming professional cricketers through the Scotiabank Kiddy Cricket programme. The initiative which was introduced twelve years ago has been seeing great success with Kiddy Cricket Graduates advancing in the sport to represent their countries and the region.

Testament to this progress are Kraigg Braithwaite and Kemar Roache, two young Windies Test cricketers who were a part of the Kiddy Cricket programme.

To keep the programme fresh, and provide a constant source of motivation to the current cadre of students, Scotiabank has launched a new 2011 Kiddy Cricket Campaign “Let’s Grow The Sport” featuring two West Indian cricket legends, wicketkeeper Jeffrey Dujon and fast bowler Joel Garner.

The campaign which is now being shown across the regional airwaves during the 2011 Digicel Home Series includes television, radio and print ads as well as a 3 min documentary. Both legends who have had the distinction of playing on the all star West Indian teams of the late 70s to early 80’s have used the campaign to motivate the young cricketers to stay committed to the sport.

Jeffrey Dujon, the narrator of the documentary encourages Kiddy Cricketers and children throughout the region to have fun with the game as they learn through play in school. He urges them to stay motivated and sharpen their cricket skills through hard work and discipline. Meanwhile, the legendary Barbadian bowler Joel Garner offers tactical advice and support to Kiddy Cricketers. Garner encourages them to stay committed to the game, as this represented the passion and heritage of the West Indian people. He implores them to work hard at developing their personal and social skills to become rounded individuals.

The television and print spots in the new Kiddy Cricket campaign features an adorable and ambitious Kiddy Cricketer dressed in oversized adult professional cricket gear as he envisions himself as a pro-player and invites the support of cricket fans across the region. The ads call on cricket fans and West Indians to support the next generation of professional cricketers to represent the West Indies through the Kiddy Cricket Programme

Simone Hull, Regional Sponsorship Manager of Scotiabank said that the Bank’s regional marketing team is very excited about the promise that the new campaign holds. “We are proud of the new Kiddy Cricket Campaign as we believe it will resonate with both children and adults alike. The programme has been grooming youngsters into the next generation of pro cricketers for the past 12 years and this modern, clean refreshed creative will add new energy and appeal as it reaches out to a

new set of youngsters in a fun and exciting way.” Ms. Hull added that the Kiddy Cricket campaign has a serious focus as it reminds us all that “we each have a role to play to return West Indies cricket to its glory days and that this will take determination, hard work and discipline that it will take.”

The documentary was shot in Antigua and features primary school students playing and learning the rudiments of the game, while speaking to the impact it has had on them as athletes and individuals. It began airing regionally through Caribbean Media Corporation, to the entire English Caribbean at the start of the televised West Indies vs. Pakistan matches.

Scotiabank Kiddy Cricketers have been featured prominently in games for the 2011 Pakistan and Indian tours. The students have been getting the opportunity for the first time to perform as ball boys during the International Series. Scotiabank Kiddy Cricketers in Jamaica will be continuing their tradition of performing their lunch time interval skills display. Seventy students from the seven schools across the island will be displaying their batting, bowling, fielding and catching skills for their home audience at Sabina Park on the 3rd and 4th day of the 1st Digicel Test match featuring India vs. West Indies.

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