

MEDIA RELEASE



Marcelle Greenidge has won the Scotiabank Bright Future Champion Award for the English-Speaking Caribbean



Managing Director, Sean Albert presenting Marketing Manager, Marcelle Greenidge, with the Scotiabank Bright Future Champion Award for the English-Speaking Caribbean.

BRIDGETOWN, Barbados, January 25, 2012 – “Shocked” best sums up the reaction of the 2011 Scotiabank Bright Future Champion for the English-speaking Caribbean.

Marcelle Greenidge, Scotiabank Manager, Marketing, is credited with spearheading a number of key philanthropic initiatives as part of the **Scotiabank Bright Future Programme** here and throughout the region including Regional Testing Day, the Angel Tree Programme, Scotiabank Junior Calypso Monarch Competition, Scotiabank Kiddy Cricket and Scotiabank Info’ Life HIV/AIDS Awareness Programme.

A proud Greenidge said “I was able to share my passion with other Scotiabankers who recognise the value of the Bright Future Programme in their communities. I consider the award testament to the impact each programme has had here and throughout our Caribbean district.”

Manager of International Philanthropy at Scotiabank, Roy Rodriguez, also added his congratulations on Greenidge's achievement: "Over the last several years, Marcelle's leadership, expertise and insight has been instrumental in advancing Scotiabank's Bright Future Philanthropic program in Barbados and the Eastern Caribbean. Her contribution to the many Scotiabank charitable projects and the Emerging Global Leaders Program is creating opportunities for our youth to have a Brighter Future. I congratulate Marcelle wholeheartedly on this achievement."

Greenidge spearheaded Regional Testing Day as a pilot project with the Caribbean Broadcast Partnership on HIV and AIDS, and regional ministries of health in 2008. Regional Testing Day was launched in six countries with just over 2,000 persons being tested, and by 2011 the programme saw more than 10,000 persons tested in 20 countries.

Though a corporate entity, Scotiabank has a very human community outreach and is making a significant difference, primarily in the lives of children and young people. Greenidge stressed that the ability to form lasting partnerships has allowed Scotiabank to respond in relevant ways to the needs of the community. In partnership with the Ministry of Education, Scotiabank Info' Life HIV/AIDS Awareness Programme has touched nearly every child in every secondary school since 2007.

The award comes with a well-deserved extra week's holiday and a week-long Royal Caribbean cruise for two. Greenidge and her guest will join Scotiabank's executive team and a cadre of outstanding Scotiabankers from around the globe on the high seas later this month.

About Scotiabank

Scotiabank is committed to supporting the communities in which we live and work, both in Canada and abroad, through our global philanthropic **Bright Future** programme. Recognised as a leader internationally and in Canada for our charitable donations and philanthropic activities, Scotiabank has provided on average approximately \$44 million annually to community causes around the world over the last five years.

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