



For Immediate Release

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Scotiabank Set to Hype Experience for Cricket Fans in 2011 India Vs West Indies Digicel Series - Unveils New Initiatives to Entertain and Reward Fans



A young Scotiabank Kiddy Cricket “batsman” takes a shot at a ball bowled by his teammate during a Scotiabank Kiddy Cricket display recently.

Scotiabank will be unveiling a host of new activities geared at enhancing fan experience at the upcoming 2011 Digicel Home Series featuring cricket giants India and the West Indies. The Bank which has been a sponsor of West Indies Cricket for the past 12 years will be seeking to add new excitement to the series with its revamped lunch time kiddy cricket skills display, its at match promotions and giveaways to cricket fans as well as new initiatives aimed at giving children an opportunity to interface with cricketing greats.

Scotiabank has been the exclusive sponsor of Kiddy Cricket and the Official Bank of West Indies and will be ramping its promotions at Sabina Park as fans turn out to see the West Indies team battle the current World Cup Champions. In addition to watching the spectacle of the cricket matches, featuring Indian and the home team, West Indies; fans can also look forward to entertaining

activities being organized and sponsored by the Bank. “Cricket is not just about the game, it’s about the experience, the atmosphere, the music, the entertainment and so we want to make the 2011 series a fantastic one for fans, adult and children alike. We will be going all out to plan activities that we will excite and reward them as true cricket fans, as well as rewarding them with cricket themed giveaways to make their time unforgettable,” explained Simone Hull, regional sponsorship manager for Scotiabank.”

Over 70 Scotiabank Kiddy Cricketers from Jamaica will also be featured prominently during the upcoming 1st test Digicel International Test Match with their lunch time skills display. The young cricketers will be getting a great opportunity to display their batting, bowling, fielding and catching skills for their home audience. Fans will also have a chance to win free phone credit via watching the skills display.

Scotiabank and the West Indies Cricket board will also be giving its Kiddy Cricketers the chance to interface with existing cricketing pros through its new “Kiddy Cricket Minute” interview feature. A Scotiabank Kiddy Cricketer will interview a Jamaican cricket legend ahead of their skills display. The feature is geared at exposing students to cricketing legends, allowing them to learn more about the game and understand their past contribution. The Kiddy Cricket Minute will also give the youngsters an appreciation for the commitment needed, as it simultaneously builds rapport between the next generation of cricketers and existing professionals.

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