



Scotiabank Set to Hype Experience for Cricket Fans in 2011 Digicel Series - Unveils New Initiatives to Entertain and Reward True Fans

Scotiabank will be unveiling a host of new activities geared at enhancing fan experience at the upcoming 2011 Digicel Home Series. 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 kiddy cricket skills display, lunch and tea time match entertainment, funzone games and giveaways for children, free promotional items for cricket fans and VIP entertainment for special guests.

The Bank which has status as the exclusive sponsor of Kiddy Cricket and the Official Bank of West Indies will be ramping its promotions at the venues for both the Pakistan and Indian Tours which begin April 18 through to July 11. Scotiabank has partnered with local cricket boards across the region to kick off the series by hosting welcome receptions for the three visiting teams as they tour the various countries.

In addition to watching the spectacle of the cricket matches, featuring Pakistan, 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. Scotiabank will be going all out to plan activities that we will excite and reward them as true cricket fans and make their time unforgettable," explained Simone Hull, regional sponsorship manager for Scotiabank."

Scotiabank Kiddy Cricketers will be featured prominently during the matches with their lunch time skills display for both the Pakistan and Indian tours. The Scotiabank Kiddy Cricketers will also be getting an opportunity to interview a cricket legend or a current player in a new and interesting feature names the "Scotia Minute." The feature is geared at giving the students at opportunity to

discover more about these legends and their contribution to the game, understand what it takes to get to greatness while building rapport between the next generation of cricketers and existing professionals.

Students in the Kiddy Cricket programme from the eight (8) venue countries will also be getting a great opportunity to displaying 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.

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