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**Scotiabank unveils new Kiddy Cricket Campaign “Let’s Grow The Sport”  
- West Indian cricket legends Joel Garner and Jeffrey Dujon encourages kids to  
‘Stay Committed’**

**St John’s, Antigua** – Scotiabank will be launching the new Kiddy Cricket Campaign “Let’s Grow The Sport” in the just commenced Digicel Series 2011 which runs through to July. The campaign which includes television, radio and print ads as well as a 3 minute documentary which will be aired regionally features two West Indian cricket legends, wicketkeeper Jeffrey Dujon and fast bowler Joel Garner. Both legends have had the distinction of playing on the all star West Indian teams of the late 70s to early 80’s.

Dujon, the narrator of the documentary encourages Kiddy Cricketers and children throughout the region to have fun with the game as they have learned through play in school. He offered words of encouragement for them to stay motivated and sharpen their cricket skills through hard work and discipline.

Meanwhile the legendary Barbadian bowler Garner offers tactical advice and encouragement 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 urged 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. The creative features an adorable and ambitious of a 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 Manger 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 will begin airing regionally through Caribbean Media Corporation, to the entire English Caribbean with the start of the televised Digicel Series matches.

Scotiabank Kiddy Cricketers will be featured prominently in games for both the Pakistan and Indian tours.

The students will be getting the opportunity for the first time to perform as ball boys during the First One Day International.

The Scotiabank Kiddy Cricket Ball Boys will be fielding balls sent to the boundary by the professional players. The Kiddy Cricketers will also be continuing their tradition of performing their lunch time interval skills display.

Students from the eight venue countries will be getting displaying their batting, bowling, fielding and catching skills for their home audiences across the region. Fans will also have a chance to win free phone credit via watching the skills display.

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