



For Immediate Release
May 21, 2007
Kingston, Jamaica

Scotiabank to Rehabilitate *Holland Bamboo* - For Labour Day 2007

Holland Bamboo, a well-renowned local heritage site and tourist attraction in Holland St. Elizabeth will be rehabilitated by Scotiabank Volunteers and staff members come this Labour day. More than 150 Scotiabankers are slated to collaborate with officers from the Ministry of Agriculture and the Tourism Product Development Company to bush the area, mulch and replant over 100 bamboo suckers as part of the Bank's 2007 Labour Day initiative.

In keeping with the 2007 Labour Day theme '*Honouring Our Ancestors, Strengthening Communities*' Holland Bamboo was selected by the Bank as its national project due to the significant destruction and death of Bamboos located in the 2.5 mile long landmark over the last decade. This photogenic archway of towering bamboo, which has been famous on tourist board posters and brochure covers, shades the road between Middle Quarters and Lacovia.

Bamboo Avenue was originally planted by the owners of Holland Estate but has been battered by hurricanes, the most recent being hurricane Ivan which led to extensive thinning of the canopy. The grazing of cattle, the harvesting of bamboo by residents in the area who use it to make fish pots, have also served to severely deplete the once lush plants lining the Avenue.

The rehabilitation work by Scotiabank will be done under the guidance of officers from the Ministry of Agriculture & TPDCo. The work team will include officers from the Bank's three St. Elizabeth branches (Santa Cruz, Junction and Black River) along with several Scotiabank volunteers from the corporate area and other parishes.

Worldwide there are over 1,000 species of bamboo which range from ground cover bamboo that at maturity are only a few inches high, to giant bamboo which can grow up to 100 feet tall. The variety planted on Bamboo Avenue is the Bambusa Vulgaris species, which is the largest variety introduced in Jamaica

Other Scotiabank branches across the island will work on similar restoration and beautification projects in their various parishes that are keeping with the declared National theme.

-End-

Contacts: Scotiabank

Simone Hull - Public Relations Specialist

Simone.Hull@scotiabank.com

Tel: 876.932.0549 or 876.322.3233

Joylene Griffiths – Director, Public, Corporate & Government Affairs

Joylene.Griffiths-Irving@scotiabank.com