

For Immediate Release  
Kingston Jamaica  
March 27, 2007

## **Local City Guides Direct Fans to the ICC Cricket World Cup**

Approximately 75 young people from inner city communities have been chosen and trained to act as pedestrian guides for Downtown Kingston, during World Cup Cricket 2007. These young people include youth staff of RISE Life Management Services and participants from the communities of Drewsland, Tower Hill, Waterhouse, Parade Gardens, Fletchers Land and Allman Town, who are involved in a violence prevention project being funded by the Ministry of National Security entitled Citizen Security and Justice Programme (CSJP).

They will assist local and international visitors to tour cultural and historical sites of Downtown Kingston and highlight the best of the city's cuisine. This venture became possible as a result of collaborative efforts between RISE Life Management Services and Bank of Nova Scotia, to welcome the world to Jamaica during the World Cup Cricket 2007 season. Scotiabank is a regional sponsor of the 2007 ICC Cricket World Cup and has undertaken several activities to promote the Bank's historic association and support of West Indian cricket for the past 75 years. Over 30 staff members have been drafted as official Scotiabank volunteers to work at Sabina Park and Greenfield venues for the duration of the tournament.

RISE Life Management Services, which is situated at 57 East Street, Kingston, will also be utilized as a Deployment Centre for the guides.

RISE is a non-governmental, non-profit organization that has tax free and charitable status and was established in October 1990 as Addiction Alert Organization, primarily to assist persons suffering from substance abuse addiction. Its focus shifted to programmes aimed at remedial education and the prevention/reduction of drug abuse, HIV/AIDS and other unhealthy behaviours, hence the name change to RISE, an acronym for "***Reaching Individuals through Skills and Education***". RISE relies on grants, corporate and individual contributions to continue its many interventions and sustain our organization. An endowment fund was established in 1994 which is perpetual -the principal cannot be invaded, and it is legally able to receive bequests, gifts of real estate and hold title to insurance policies.

In 1997, a group of youth enthusiasts were trained in the delivery of drug and HIV/AIDS prevention, social and leadership skills, and the performing arts. They have since coordinated and hosted several residential camps for Jamaican and other Caribbean youth leaders, and participated in conferences abroad in Texas, Ohio, Rhode Island and Kansas City USA, as well as at the First Asian Youth Congress on Drug Abuse Prevention in Bali, Indonesia. Now known as Youth Facilitators, they have participated in many aspects of youth development in Jamaica. In 2001, two facilitators were appointed Jamaican Youth Ambassadors and carried the portfolios of CARICOM affairs and Youth Empowerment and Participation. They also work as Trainers for

the Red Cross of Jamaica, the Ministry of Health in their HIV/AIDS prevention programmes, and the National Youth Service at their Youth Development Camps.

For further information please visit our website at [www.risejamaica.org](http://www.risejamaica.org)

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