

## **Scotiabank launches Salvation Army Christmas Kettle Appeal**

### **AWARD FOR OTHERS**



Kingston – William Clarke, President & CEO of Scotiabank (right) receives **The Others Award** from Colonel John Matear of The Salvation Army. The award is given to one person or organization each year in recognition of

the person's or organization's contribution to the community. It also recognizes the individual's commitment to the ideas with which the Salvation Army has been identified with throughout the years.

"We at the Salvation Army are honoured to have met and be associated with this outstanding gentleman. We continue to respect the sterling contribution of Mr. William Clarke in the many areas of Jamaica life," said Colonel Matear, Territorial Leader of the Army.

The award was handed out at the fourth annual Salvation Army Christmas Kettle Launch which was held on the Podium at Scotiabank Centre in Kingston, on November 18, 2005.

The event was the largest ever with over 250 persons in attendance, including three choirs and two musical bands.

Mr. William Clarke, Chairman of the Christmas Kettle Appeal and President & CEO of Scotiabank said, "While we can impact our communities as individual organizations, we can have an expanded reach over a shorter period of time when we combine our resources with organizations like the Salvation Army which has an enviable record of administering emergency relief and providing ongoing support and monitoring programmes that assist the very poor and needy in our society."

Scotiabank gave a total of \$440,000 to the Salvation Army today, with \$300,000 going directly to the Kettle Appeal and \$140,000 for the live broadcast of the programme on radio. The Salvation Army is hoping to raise \$10 million to fund its programmes for the year.

### **For further information contact:**

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Mr. William Clarke, President and CEO of Scotiabank makes his contribution to the Salvation Army Christmas Kettle of \$300,000, while the Mayor of Kingston, Counselor Desmond McKenzie (center) and Colonel John Matear of the Salvation Army looks on.