



**Kingston, Jamaica**  
November 15, 2008

## **Scotiabank Helps Salvation Army to Raise Funds - In its 2008 Christmas Kettle Appeal**

Being jolly at Christmas is a reality many of the less fortunate in Jamaica have never had the opportunity of experiencing. It is with this in mind that Scotiabank, some years ago decided to support the Salvation Army with its efforts to assist in alleviating the reality of this eminent truth. On November 14, Scotiabank collaborated with the Salvation Army to launch their 200 Annual Christmas Kettle Appeal at the Scotiabank Centre, corner Duke and Port Royal Streets.

The event was hosted by the President and CEO of Scotiabank Jamaica, Mr. Bruce Bowen along with Divisional and Territory Leaders of the Salvation Army. It was also well supported by several leaders of the business community who used the launch to be among the to make their corporate and individual donations.

The goal of the Salvation Army was to raise \$10 million dollars for its Christmas fund which is used to purchase food baskets and other necessities for thousands of poor families across the island. The Bank was the first to open the Kettle Appeal for 2008 with a charitable donation of \$500,000. Many other corporate entities in the downtown community also made their contribution to the fund at the launch ceremony.

Speaking at the event, Mr. Bowen noted that a president and CEO of Scotiabank he was pleased to be act as hosts of the event as he recognised the vast need that exists within Jamaica and noted that it was the responsibility of the private sector to make a meaningful contribution to this very worthy cause.

Although Scotiabank has been involved in the charitable activities of the Salvation Army for many years, it was in 2003 that the Bank became hosts of the Annual Kettle Appeal. As hosts the Bank has been organising the event with the intention of raising awareness and lifting the profile of the event with the ultimate goal of assisting the organisation to raise even more funds.

At the event the Bank organised several other additional fundraising activities which saw the Bank collecting close to \$80,000 for the charitable organisation.

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