



News Release

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## **Scotiabank Launches Re-branded Road Safety Programme ‘Street Smart, Street Safe’**

Students in schools across the island will soon benefit from a rebranded road safety education programme dubbed *Street Smart, Street Safe*, sponsored by Scotiabank. The new campaign is aimed at making road safety education more interactive, innovative and attractive to young children through the production of a new video, a song and the introduction of a road safety mascot named ‘TIA’.

*Street Smart, Street Safe*, was produced at a cost of \$6.5 million dollars and will be taken into schools right across the island by officers from the Traffic Division of the Jamaica Constabulary Force.

During their visits, the officers speak with children 6 - 12 years old, emphasizing the importance of being aware and alert at all times, obeying all road signals, and observing the hand-in-the-air sign which is now being promoted heavily in the media. The key messages are all re-iterated in the new video through the mascot and her entourage of street smart school friends.

Speaking about the rationale behind the Bank’s involvement in road safety, Joylene Griffiths Irving, Director of Public Corporate and Government Affairs at Scotiabank noted that *“Scotiabank has always been promoting issues affecting children. We realise that many children are continuously injured and killed on our roads as a result of motor vehicle accidents and poor pedestrian practices and so we have taken on the challenge of promoting road safety education among parents and children specifically in schools.”*

Mrs. Griffiths Irving also added that the programme was also in line with the Bank's vision of producing a generation that is informed, educated, disciplined, who will grow into responsible adults respecting road signals and eventually significantly less the carnage on our streets.

The Bank has also produced posters, bookmarks and exercise books which will be left in the schools as resource material to reinforce the message. The Bank also donated a new five ton insulated truck which will assist the Police in taking their props to the schools they visit monthly. The truck is also branded *Street Smart, Street Safe* with easily visible road safety tips, attractive images of Tia the mascot and her friends displaying proper road safety skills along with music from the theme song.

*Street Smart, Street Safe* is an enhancement of the Bank's existing road safety in school programme which has been ongoing since 2002. One of the signature elements of the programme since its inception is the sponsoring of crossing wardens islandwide with coats, caps and signs which allow them to be early recognised the motorists. The wardens were also presented with a new set of uniforms, caps and crossing signs for the start of the new academic year at the launch event.

Between the 2002 to 2007, the Bank spent \$3.5 million in assisting the Police with constructing a 50ft simulated road safety demonstration props, installing road signage and safety signals in vicinity of schools with high volume of traffic and donating television sets and DVD players. The Bank had also designed and printed posters, brochures and bookmarks for students and parents. This brings Scotiabank's total investment in road safety to \$10 million over the past 6 years.

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**Simone Hull**  
Public Relations Specialist  
Telephone: 322 3233, 932.0549  
Email: [simone.hull@scotiabank.com](mailto:simone.hull@scotiabank.com)

**Joylene Griffiths Irving**  
Director, Public Corporate & Govt. Affairs  
Tel: 932.0565, 909.5211  
Email: [Joylene.Griffiths-Irving@scotiabank.com](mailto:Joylene.Griffiths-Irving@scotiabank.com)