

PRESS RELEASE

SCOTIABANK LAUNCHES FINANCIAL LITERACY DRIVE

Scotiabank recently hosted the launch of its Financial Literacy Competition “**GET DOLLAR WISE!!!**” at the Arthur Lok Jack Graduate School of Business. Feature speakers included Mrs. Gillian Benjamin, Scotiabank’s General Manager, Strategic Marketing, and Ms. Jennifer Greaves, Project Leader of the National Financial Literacy Programme at Central Bank.

In addressing the attendees, Mrs. Benjamin discussed the role of Scotiabank in the development of youth, drawing reference to the annual Kiddy Cricket initiative undertaken by the bank. She also spoke of the importance of financial literacy as the driving force behind a sustainable economy, stressing the significance of planning for a future through the use of financial knowledge. According to Benjamin, “There is no doubt that finances are the driving force behind the growth of a nation. It is because of this, that we at Scotiabank have accepted our responsibility as a financial institution, to play a role in educating the population. Through this competition, we are seeking to foster financial edification from as early an age as 9 years old.”

The second speaker, Ms. Jennifer Greaves, also stressed the importance of the younger population achieving a firm grasp on financial concepts. She commended Scotiabank for its initiative in educating the youth, especially in such a critical area. Ms. Greaves addressed the students, asking for their co-operation and hard work during the course of the competition, stating, “Students, it is important that you embrace this opportunity to respond to the issues presented as part of the competition. For example responding to the item, “*The role of Financial Institutions is evolving. How do you see banks working for you in the future?*” should be recognized as an opportunity to tell not just the banks, but also the wider financial sector, what you will want from them and how you will want them to work with you in the future.”

A subsequent speaker was Ms. Nazra Ali, Project Manager, Partnership Initiatives at Scotiabank. Ms. Ali, a past teacher herself, eloquently addressed the students, outlining the essay topics and the rules of the board game. She ended her presentation with “There is an adage, which says that it takes a community to raise a child. Scotiabank is helping raise the children of the community that is Trinidad & Tobago. At Scotiabank we believe in Life. Money. Balance both.”

The competition is scheduled to run until 31st October 2007 and prizes include iPods, desktop computers for schools as well as a Dell Inspiron Laptop. For more information, call 62-SCOTIA or log on to www.tt.scotiabank.com.

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Student listen intently to the rules of the competition.