

## **PRESS RELEASE**

### **SCOTIABANK CHANGE-MAKER CHALLENGE 2009: CONTEST TO REWARD YOUNG ADULTS FOR CREATIVE MARKETING IDEAS**

**Port-of-Spain, Trinidad and Tobago, April 20, 2009** – Scotiabank today launched the 2009 Scotiabank Change-Maker Challenge, a contest giving young adults and students in Trinidad and Tobago the opportunity to create a marketing strategy for Scotiabank Be, Scotiabank's young adult banking platform. Change-Makers are invited to submit their plans by May 15, 2009 for a chance to earn a share of over US\$15,000 in cash prizes. Individuals can enter the Challenge at [www.change-makerchallenge.com](http://www.change-makerchallenge.com).

"The 2009 Scotiabank Change-Maker Challenge is an exciting opportunity for Scotiabank to engage with Change-Makers across Trinidad and Tobago and the Caribbean," said Richard P. Young, Managing Director, Scotiabank Trinidad and Tobago Limited. "This contest allows Trinidad and Tobago's future entrepreneurs and business people to show off their creativity and ingenuity, gain exposure to prominent community leaders and potentially earn a share of over US\$15,000 in prizes."

The 2009 Scotiabank Change-Maker Challenge asks Change-Makers, aged 18 to 30 years, if they were the Marketing Director responsible for leading Scotiabank's new young adult brand, how they would use their marketing and promotions budget of US\$100,000 to attract young adults to the new brand and its products and services. Challengers are to respond on-line, in 250 to 500 words, describing their marketing plan.

"We've modeled the 2009 Scotiabank Change-Maker Challenge on a real-life programme," said Young. "Change-Makers are asked to show how their creativity can be used to create a sustainable and successful campaign. With the 2009 Scotiabank Change-Maker Challenge we're giving Trinidad and Tobago's Change-Makers a chance to show they can compete and succeed on a professional level."

#### **About Scotiabank Be**

Scotiabank Be is Scotiabank's young adult brand targeting 18 to 30 year olds in the Caribbean. (So far Scotiabank Be has launched in Trinidad and Tobago). It welcomes young adults in Trinidad and Tobago to share their ideas, activities and interests through its online community. Scotiabank Be provides an opportunity for young adults to attain financial independence by offering a suite of specialized products, services and programs tailored to their unique needs.

#### **About the Scotiabank Change-Maker Challenge**

Launched in 2007 and completed in 2008, the first Scotiabank Change-Maker Challenge invited young adult Change-Makers from four Caribbean countries to submit banking innovation ideas. After receiving more than 450 qualified submissions and tallying over 40,000 peer votes, Scotiabank invited three finalists to present their ideas in Jamaica. Sharene Gaitor of Bahamas took home the grand prize of US\$10,000.

The expanded 2009 Challenge will feature an English edition and a Spanish edition. The English edition will run in 14 Caribbean countries (Jamaica, Trinidad and Tobago, St. Lucia, St. Maarten, St. Kitts, Antigua, St. Vincent, Belize, Anguilla, Dominica, Barbados, Bahamas, Guyana and Grenada). A Spanish edition will run in four Latin American countries (El Salvador, Puerto Rico, Costa Rica and Panama). Submissions for the 2009 Challenge will be narrowed down through three levels of judging. A team of Scotiabank officials will evaluate all submissions and select the top ten entrants from each edition. Peer voting, which will take place on [www.change-makerchallenge.com](http://www.change-makerchallenge.com), and a judging panel made up of marketing leaders and senior Scotiabank executives will then determine each edition's top three finalists. Those three entrants will be invited to a central location where they will present their ideas in person to the panel of judges.

The grand prize winner will take home US\$10,000, and the second and third-place submissions will receive US\$5,000 and US\$3,000 respectively.

For more information and to enter, individuals can visit the Scotiabank Change-Maker Challenge website at [www.Change-Makerchallenge.com](http://www.Change-Makerchallenge.com). Through the site, entrants can learn about the Scotiabank Be programme and its services.

#### **About Scotiabank**

Scotiabank has been part of the Caribbean and Central America since 1889. It is now the leading bank in the region, with operations in 27 countries, including affiliates. The Bank has 12,209 employees in the region, including affiliates, serving more than two million customers, with 602 branches, kiosks and other offices, plus about 936 automated banking machines.

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. With 69,000 employees, Scotiabank Group and its affiliates serve approximately 12.5 million customers in some 50 countries around the world. Scotiabank offers a diverse range of products and services including personal, commercial, corporate and investment banking. With \$508 billion in assets (as at October 31, 2008), Scotiabank trades on the Toronto (BNS) and New York Exchanges (BNS). For more information please visit [www.scotiabank.com](http://www.scotiabank.com)

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