



Kingston, Jamaica
Friday, December 23, 2011

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Scotiabank Facebook Fans help Elsie Bemand Home for Girls Win \$100K

The Elsie Bemand Home for girls, located in St. Andrew, received a well-needed Christmas gift today from the Scotiabank Foundation, thanks to Scotiabank’s Facebook fans who helped the charity win the top vote in Scotiabank’s inaugural *3For3 – Three Days for Three Charities*’ Facebook promotion.

The Home got a winning 152 votes and have received a donation of \$100,000. The second and third charities are Mustard Seed Communities’ Blessed Assurance which received 130 votes and a donation of J\$75,000; and the Best Care Foundation which received 29 votes and a donation of J\$50,000.

“I couldn’t be happier. The Home really needs the support and I am happy that we were thought of because Elsie Bemand is not well known. We are impressed with the way social media was used to raise awareness about our work and I thank all of the Scotiabank Facebook fans who voted for us,” said Mrs Ivorine Thompson of the Board of the Elsie Bemand Home for Girls.

3For3 -Three Days for Three Charities- is a gift giving social media engagement activity from Scotiabank Foundation that encourages Facebook fans to help charities get donations. It was hosted on the Scotiabank Community Facebook page: www.facebook.com/ScotiaCommunity and promoted via online channels. Voting began on the Scotia Community Facebook Page on December 19, 2011 at 10am and ended December 21, 2011 at 11:00pm. Final vote count was announced on the Scotia Community Facebook page on December 22, 2011. *3For3* was designed and managed for Scotiabank by Panmedia Ltd.

Scotiabank is inspired by the level of engagement from the promotion and Joylene Griffiths-Irving Executive Director of the Foundation says similar activities planning more such activities with other charity organizations in Jamaica.

“The Scotiabank team and the charities involved thank all those who took the time to participate in this charitable event and look forward to their support in future efforts,” said Griffiths-Irving.

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including personal, commercial, and small business banking; wealth management; insurance; and mortgages. The Group is an award winning institution having been named on numerous occasions as the Bank of the Year and Best Bank in Jamaica by international financial publications - the Banker, Latin Finance, Euromoney, and Global Finance magazines. The Scotiabank Group has \$332 billion in assets (as at November 31, 2011). For more information please visit www.jamaica.scotiabank.com.

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