



Event: Salvation Army Christmas Kettle Launch - Eastern Division
Date: November 13, 2012
Remarks – Mr Bruce Bowen
President and CEO
Scotiabank

[Greetings]

This is our 11th year of having the honour of hosting the Salvation Army of volunteers who faithfully man the doors of branches ringing their bells which have become a powerful signal of the Spirit of the Season. The distinctive call of the bell soothingly reminds us that Christmas is here, but it also challenges us to acknowledge that, while some may have the blessing of enjoying food, fellowship, family and fun, there are many whose only wish is to be meaningfully remembered and purposefully considered this holiday.

As an institution that has grown up with Jamaica these past 123 years, we thrive as Jamaica thrives, and we also grieve when we consider that still, there are so many who fall below the poverty line; so many who are not achieving their full potential through access to quality education and meaningful work; and still so many who are simply without hope. The problems wrought by the Category 1 Hurricane highlight the urgent need to restore the health of the Jamaican economy. We must make the structural adjustments needed to put Jamaica on a path to sustained economic growth. It is only with growth that we will have the resources to help the most in need when the next Hurricane comes; to bring about a decrease in the poverty rate; foster an environment where our youth can be optimistic about gainful employment; and where both homegrown and international investors don't have to think twice about starting businesses here.

Scotiabank is actively part of every aspect of Jamaican life, through our staff members, shareholders, clients and other stakeholders. We reach out, engage and offer hope and inspiration through our volunteer corps, as well as through partnerships with reputable and effective organizations such as the Salvation Army. You have heard about the remarkable work it does on a day to day basis and the ways it rises to the task as a first responder during crises, such as the recent Hurricane Sandy. We are therefore pleased to announce that our contribution to the Salvation Army this season is \$2M:

- One million specific to the Hurricane Sandy relief effort to purchase mattresses and other supplies for dislocated families
- \$700,000 to the Eastern Division Kettle Appeal
- And \$300,000 to the Western Division Kettle Appeal

We give because we believe in the work of the Salvation Army and are confident in the visible, practical ways they make a positive difference in people's lives. We appeal to you to join us again this year to give generously and give confidently, knowing that this is one of the ways you can play your part in advancing the welfare of your fellow citizens, and indeed the whole human race. Ladies and gentlemen, I now declare the 2012 Salvation Army Christmas Kettle Appeal open for donations.