

Scotiabank backs Style Week's CityStyle, Shopping Blaze and High Tea N' Style events

Scotiabank has joined the 'iriest fashion week in the Caribbean', teaming up with Saint International for three of the agency's exciting events during Style Week Jamaica, running May 24-27.

Scotiabank is the lead sponsor of Shopping Blaze, High Tea N' Style and CityStyle.

Shopping Blaze will allow customers a week of indulgence with prices slashed by up to 50% at more than 63 stores between 1:50 pm and 5:50 pm daily from May 19 – 27. While they shop, Scotiabank customers who are credit card users will be rewarded by the Life is Twice as Nice and More for You promotions. The Life is Twice as Nice offers double rewards and cash back for Mastercard credit card users, while under the More for You programme, all Scotiacard holders can get discounts at participating stores.

A special collection from designers Neahlis and Courtney Washington will be unveiled at the intimate charity event, High Tea N' Style, which is sponsored by Scotia Signature Banking.

The brainchild of Her Excellency Lady Allen, the event will be held in the gardens at King's House on Thursday, May 24, to raise funds for the Governor General's *I Believe Initiative*.

The *I Believe Initiative* is a values-based programme centred on the idea that "there is nothing wrong in Jamaica that cannot be fixed by what is right with Jamaica."

The liaison with the CityStyle Accessories Show & Party highlights Scotiabank's continued commitment to downtown and reviving the glory of the city. The dress code for CityStyle is "All-White" with accessories from the Jamaican colours. It promises to be a party along the Kingston Waterfront, where fashion will light up the city for the night.

"Scotiabank is particularly pleased this year to be associated with these three Style Week events because of the key elements of what it really represents Jamaica's creativity, our capacity to be world class; and to get behind the vision of challenging our designers to get our fashion industry moving to a higher and stronger plane," said Monique Todd, Scotiabank's Vice President, Marketing, Corporate Affairs and Public Relations.

More than 50 designers from across the globe will descend on Kingston for Style Week, which is the only fashion event designated 'Proudly Celebrating' status by the Jamaica 50 secretariat.

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About Scotiabank:

Scotiabank has been in Jamaica since 1889 and is the premier financial institution in the country with just over 2,000 employees and 39 Branches Island wide. Scotiabank is a subsidiary of Scotiabank Group which offers a diverse range of products and services 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 October 31, 2011). For more information please visit www.jamaica.scotiabank.com.

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