



5th March 2008

Rotary Central and Deutsche Bank Combine to Promote Literacy in the Cayman Islands

A campaign to help more people to learn to read and to encourage others to read more often is launched this month by Rotary Central in Cayman with the support of Deutsche Bank, which is sponsoring the programme as part of its 25th anniversary celebrations.

Rotary Central is launching 'Literacy For Success' to coincide with Rotary International's Literacy Awareness month. The campaign hopes to highlight the positive, lifelong benefits of literacy, promote the use of libraries and encourage more volunteers to help with the programmes in place to help people learn to read.

Deutsche Bank, which is this year celebrating 25 years in the Cayman Islands, has provided sponsorship to the value of US\$ 25,000 to support the Literacy Programme in 2008. As part of the campaign, volunteers from Rotary Central and Deutsche Bank will together visit a number of schools to read to children. The sponsorship also involves a gift of a book to each of the children at the schools visited, donations to libraries and help in raising awareness of the campaign in the community.

The campaign finale will be a cocktail reception later this month, March 31st, at Grand Old House. Guest speakers will be discussing the importance of literacy, highlighting illiteracy in the community and seeking further donations and volunteers willing to help the work of Cayman Islands Reading Aides (CIRA).

Wil Pineau, Director of Vocational Service for Rotary Central, commented:

'Reading is one of the most fundamental skills but there are men, women and children living in our community who are unable to benefit fully from the Islands' economic success because they are unable to read and write proficiently. Rotary Central's 'Literacy for Success' is intended to raise awareness about illiteracy in our community so that residents and businesses can offer assistance through programmes such as CIRA, which is dedicated to helping people who would like assistance with learning to read. Our local initiative is part of Rotary International's world-

wide programme of activity to raise awareness of the importance of literacy and we are delighted to have such wholehearted support from Deutsche Bank in this campaign.'

Janet Hislop, Director of Deutsche Bank, commented:

'During our celebratory year, we wanted to make a contribution to the community which not only involved funding but also enabled employees to participate actively. The Rotary Central's, Literacy for Success campaign is such an important one because everyone in our community, whatever their age, should have every opportunity to develop basic literacy skills and I am pleased the Bank can play a part in the project.'

The Bank's sponsorship includes a \$ US 10,000 donation to CIRA which will also be announced at the cocktail reception when there will be a call for further corporate funding to tackle this important social issue.

Sandy McFarlane, President of Rotary Central and coordinator of the CIRA programme, added:

'Our objective is to provide literacy education to motivated adults through the efforts of our dedicated volunteers and the use of a specialised curriculum. The unstinting efforts of Rotary Central and the funding and active involvement of Deutsche Bank are a tremendous boost and give us an excellent platform to help us raise awareness of our work, find and train more volunteers.'

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