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Rotary Central Literacy Campaign Gains Further Support at Cocktail Reception

Four donations have helped ensure that a major Cayman literacy campaign, which was launched in March by Rotary Central and Deutsche Bank, concludes on a high-note.

The donations were announced at a cocktail reception held recently at Grand Old House. It formed the finale to the 'Literacy for Success' campaign, which aims to highlight the positive, lifelong benefits of literacy and raise the profile of the programmes in place to help people learn to read.

Four literacy initiatives received financial support at the cocktail reception. Janet Hislop, Director of Deutsche Bank (Cayman) Limited, presented the first donation of US\$10,000 to Cayman Islands Reading Aides (CIRA) to support their training services and assist with the purchase of training materials.

John Gray High School received the second donation to support its 'Reading Laboratory 2b', a programme that enables students whose literacy skills would benefit from additional support to improve their comprehension, vocabulary and spelling skills.

A donation was also made to North Side Primary School for their 'Take Home Literacy Bags' initiative, which aims to encourage children and parents to spend regular reading time together. The Public Library received the final donation, which will enable them to purchase literacy games for children and adults.

Guest speakers at the reception also discussed the importance of literacy, highlighted the problem of illiteracy in Cayman and sought to encourage further support through donations and volunteers for the various initiatives coordinated by Rotary Central and CIRA.

Speakers included Wil Pineau, Vocational Services Director for Rotary Central; Sandy McFarlane, President of Rotary Central and Co-ordinator of CIRA; Janet Hislop, Director of Deutsche Bank (Cayman) Limited, sponsor of the campaign; CIRA tutor Ross Clark; and Angela Martins, Chief Officer for the Ministry for Education, Training, Employment and Youth.

Wil Pineau said:

"It is fantastic that we are able to announce further financial assistance for four much needed literacy programmes in Cayman. The significant interest we have received at this reception is some indication of

the importance businesses and individuals in Cayman attach to literacy in the community. We are pleased to continue to receive such wholehearted support from Deutsche Bank in this campaign and look forward to gaining further assistance from all those who are interested in contributing to its continued success over the coming months.”

Deutsche Bank, which is celebrating its 25th anniversary of being in the Cayman Islands this year, has committed to supporting the ‘Literacy for Success’ campaign in 2008. In addition to their donation to CIRA, the Bank has also sponsored Rotary Central to the value of US\$15,000. Their sponsorship included the gift of a book to 260 pupils in primary schools, whilst in March a team of volunteers from the Bank joined with members of Rotary Central to visit nine primary schools and read specially selected books to pupils.

Janet Hislop, Director, Deutsche Bank (Cayman) Limited, commented:

“As part of our 25th anniversary celebrations, we wanted to make a real difference to the lives of people in Cayman. Everyone in our community, whatever their age, should have the opportunity to develop basic literacy skills. I am delighted that Deutsche Bank, through its active participation and financial support, has played a key role in making the hugely important ‘Literacy for Success’ campaign a success and I encourage other individuals and businesses to help maintain the momentum that has been achieved to date.”

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