



## Banks Holdings Limited

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For Immediate Release

### Final 8 paired with local charities

Eight local charities will now benefit from the 2015 Banks Calendar Girl competition.

As an added element to the judging criteria this year, contestants in the Final 8 have each been paired with a local charity and tasked to manage a community-oriented project.

“This is the perfect opportunity for the ‘*Beer of Barbados*’ to demonstrate its commitment and support for the wider Barbadian community, especially those who have been disadvantaged through the circumstance of life,” said Charles Walcott, Category Manager for Banks Holdings Limited.

For the next two weeks, Shanae Alleyne will offer support to the ***Challenor Creative Arts & Training Centre***; Rhea Arthur, ***The Hub***; Robin-Simone Ifill the ***Battered Women’s Safe House***; Renee Robinson the ***Service Alliance for Violent Encounters (S.A.V.E)***; Tia Sealy the ***Thelma Vaughn Memorial Home***; Thea Tull the ***Barbados Alzheimer’s Association***; Brandi Wallace the ***Geriatric Hospital***; and Cherene Ward the ***Barbados Vagrants and Homeless Society***.

This is the first time that a charity component has been added to the competition with each contestant receiving a \$500 contribution from Banks (Barbados) Breweries Ltd. to help them manage their respective projects.

“All of these organisations have a direct impact on the daily lives of countless Barbadians and we are encouraging the contestants to explore their options beyond the typical monetary donation,” added Walcott.

“Time and sacrifice are two things which they can offer for free and they are also allowed to lobby for further support. Essentially, we are seeking the added element of continuity for this segment of the competition. We want to see these projects and initiatives last well into the future.”

The newly crowned Banks Calendar Girl - who will create history next month as the 20<sup>th</sup> consecutive ambassador to grace the iconic annual poster - will receive a one-year contract and \$10,000 cash.

The public also has the chance to select a People's Choice winner by voting online for their preferred contestant at [www.facebook.com/mybanksbeer](http://www.facebook.com/mybanksbeer).

The People's Choice winner will receive \$1000, along with automatic qualification into the Final 8.

An island-wide Rum Shop Crawl is also scheduled for November 29th to coincide with national celebrations for Barbados' 48th Independence Day.

The Grand Final will take place on December 4<sup>th</sup> in the Oistins Bay Garden.

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