



December 13<sup>th</sup>, 2013

PRESS RELEASE

**'BEER OF BARBADOS' BANKS ON FAITH FOR 2014 CALENDAR**

**BANKS BEER has found its new leading lady!**

She is 20 year-old Faith Callender, an aspiring singer and songwriter, who captivated the mammoth crowd in the Oistins Bay Garden on Thursday night to win the coveted title of **2014 Banks Calendar Girl**.

Gracing the stage with a sense of style and sophistication which belies her age, the former Alleyne School student will now represent the '*Beer of Barbados*' as its official ambassador for the coming year.

"I am simply overjoyed. The opportunity to represent the '*Beer of Barbados*', and by extension the people of Barbados, means the world to me," she said moments after winning the crown and its \$10,000 cash prize.

Amia Weekes and Ranisa Johnson, who finished second and third respectively, proved to be Callender's closest rivals among the eight young ladies who had advanced to the final round.

Crowd favourite Sherene Hewitt won the People's Choice award and its \$1000 cash prize, while the Top 16 contestants collectively voted for Claudia Thorpe as Miss Congeniality. Thorpe, though not a contestant on Thursday night, collected \$500 for her friendliness and likability during the competition.

"We are thrilled to have Faith represent the Banks Beer brand," said Charles Walcott, category manager of Banks Holdings Limited.

"She is a stunning, well-rounded young lady who already holds an Associate Degree in Accounts and Economics, and just this year enrolled in the University of the West Indies to pursue her Bachelor's Degree in Accounting and Finance. We wish her continued success in both her personal and professional life, and we are elated to have her represent the '*Beer of Barbados*'."

Walcott, along with brewery manager Akash Ragbir, fashion designer Toni Thorne, and the regal Cynthia Dawson, the first-ever Banks Calendar Girl (1995), judged the Grand Final.

"The profile of the Banks Calendar Girl competition continues to be raised year after year, which is clearly evident by the thousands who packed the Oistins Bay Garden," added Walcott.

"Of course, as with any successful event, especially an event that continues to grow exponentially like the Banks Calendar Girl competition, there will be highs and lows. However, the '*Beer of Barbados*' will do everything in its power to continue raising the bar whilst keeping the competition as relevant as it is entertaining."

During the competition, which spanned three weeks, contestants were engaged in several activities including an informative island tour, which stopped at several well-known landmarks, and a subsequent rum shop tour which gave the contestants an opportunity to interact with Banks Beer consumers whilst in the trade.

ENDS



**CAP.1 'Faith and Judges -**

**Faith wears the Banks Beer crown!:** Before a mammoth crowd in the Oistins Bay Garden, 20 year-old Faith Callender (centre) was crowned 2014 Banks Calendar Girl. Here she is flanked by (from left) Bernard Frost, group marketing manager for Banks Holdings Limited; Charles Walcott, BHL's category manager and judge; creative entrepreneur and judge Toni Thorne; Cynthia Dawson, the 1995 Banks Calendar Girl and judge; and brewery manager and judge, Akash Ragbir.



**CAP.2 'Faith and Shakela' –  
Passing the Banks Beer baton!**: Shakela Bellamy (right), the 2013 Banks Calendar Girl, congratulates newly-crowned Banks Calendar Girl, Faith Callender on her triumph.



**CAP.3 'Faith and Cynthia' –**

Cynthia Dawson, the 1995 Banks Calendar Girl, poses for the camera with newly-crowned Banks Calendar Girl, Faith Callender. Dawson was the first-ever Banks Calendar Girl.



**CAP.4 'Amia and Ranisa'** –

Amia Weekes (left) finished in the runner's-up spot, while Ranisa Johnson finished third.



**CAP.5 'Faith Callender'** –

**Banks Beer's new leading lady!**: A beaming Faith Callender after she was crowned 2014 Banks Calendar Girl.

<0>

*For further information, please contact Group PR Manager Sophia Cambridge, 227-6705;  
233-6627; [scambridge@thebhlgroup.com](mailto:scambridge@thebhlgroup.com)*