



Banks Holdings Limited

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NEWS RELEASE

CLEAR raises \$6000 for Breast Screening Programme

Barbadian women are paying closer attention to their breasts.

And according to **Monique Hinds**, office manager for the Breast Screening Programme of the Barbados Cancer Society, there has been a significant rise in the number of women seeking mammograms and information relating to breast cancer.

“Certainly in the past two years we have seen more and more women coming forward, which is a fantastic trend. It seems that our message of early detection is cutting through to the wider population,” she said.

Hinds was speaking after the Breast Screening Programme received a timely injection from CLEAR, with the locally produced, low-calorie sparkling beverage donating \$6000 towards the cause.

For the second successive year, funds were raised through sale of CLEAR during the month of October (officially recognised as Breast Cancer Awareness Month), a portion of the proceeds from which went directly towards the Breast Screening Programme. CLEAR then matched the proceeds with a donation of its own.

“Consumers responded well to the initiative and we believe the critical message of early screening resonated across the board,” said **Jeremy Foster**, Category Manager for Banks Holdings Limited.

“Only a year ago, less than 70 percent of Barbadian women were receiving their recommended mammograms. Through this campaign, we sought to once more drive home the message that early detection saves lives.”

CLEAR is a range of sparkling beverages containing just 90 calories per 250ml serving. It is available in Strawberry Kiwi, Pomegranate, Tropical Vibes and Apple flavours.

In lauding CLEAR for its investment, Hinds said the funds would help the Breast Screening Programme continue its promotion of early detection and prompt treatment, along with patient care, support services and counselling.

“We currently administer 35 mammograms a day, six times a week. With these funds, we will now be in a better position to continue to help subsidise those who cannot afford a mammogram,” she said.

“This is a crucial facility which the Breast Screening Programme offers and it only exists because of the partnerships we have with companies such as Banks Holdings Limited. We remain grateful for their foresight and initiative and we look forward to our continued relationship.”



CAP.1 Jeremy Foster (right), Category Manager for Banks Holdings Limited, presents Monique Hinds of the BCS Breast Screening Programme with a cheque for \$6000. The funds were raised during the month of October through the sale of CLEAR.

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For further information, please contact Group P.R. Manager Sophia Cambridge, 227-6705;

233-6627; scambridge@thebhigroup.com