



## Banks Holdings Limited

Monday, October 27<sup>th</sup>, 2014

### News Release

#### Sixteen chosen to 'Take the Stage' with Banks Beer

Sixteen local beauties have been selected to '**Take the Stage**' to compete in the preliminary round of the highly anticipated **2015 Banks Beer Calendar Girl** competition.

Brandi Wallace, Rhea Arthur, Thea Tull, Shanna Walker, Amika Welch, Sharina Butcher, Danissa Foster, Tiffany Carrington, Tia Sealy, Cynthia Hercules, Renee Robinson, Abigail Weekes, Cherene Ward, Robyn-Simone Ifill, Shanae Alleyne and Cherelle Darlington will vie to represent the '*Beer of Barbados*' in the opening round scheduled for October 30<sup>th</sup> in the Oistins Bay Garden.

They will grace the stage in casual attire and swimwear, both reflecting the Banks Beer colours of red, black and white.

"The profile of this event has been steadily on the rise and we are delighted with the diverse group we have retained this year," said Charles Walcott, category manager for Banks Holdings Limited, who noted that this year marks the 20<sup>th</sup> anniversary of the iconic poster.

The newly crowned Banks Calendar Girl will receive a one-year contract and \$10,000 cash.

"Essentially, the '*Beer of Barbados*' is seeking to engage an ambassador who can best represent both the Banks Beer brand and the people of Barbados," added Walcott.

"For twenty years now, Banks Beer has been providing a platform for aspiring young ladies who would otherwise not have the opportunity to showcase their personal styles and talents. From professional models to the girl next door, this competition will continue to cater to all Barbadian women. This is something we all ought to be proud of."

The public will also have 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).

"We thank all those who entered the competition and we wish them the very best as they enter the next phase of their journey with the '*Beer of Barbados*,'" said Walcott.

The People's Choice winner will receive \$1000, along with automatic qualification into the Final 8. As an added element to the judging criteria this year, the Final 8 will each be paired with a local charity and tasked to manage a community-oriented project.

Voting for the People's Choice will open on November 1<sup>st</sup> and conclude on December 4<sup>th</sup> when the winner is announced live at the Grand Final.

"We are very much looking forward to a fantastic show at the Oistins Bay Gardens on Thursday night and I encourage all Barbadians to come out in their numbers to witness the first phase in the crowning of their new leading lady," added Walcott.



**CAP.1** Sixteen local beauties will 'Take the Stage' with the 'Beer of Barbados' when the semi-finals of **2015 Banks Beer Calendar Girl** competition gets underway at the Oistins Bay Garden on Thursday night.

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