



Banks Holdings Limited

FRIDAY, NOVEMBER 21ST

NEWS RELEASE

World School Milk Day (WSMD) Essay Competition winners rewarded

FOUR LUCKY STUDENTS WERE REWARDED for their literary skills thanks to PINEHILL.

Desire Bowen of All Saints' Primary, **Meagan Cyrus** of St. Angela's, **Hailey Brathwaite** of Trinity Academy and **Robyn Delice** of Luther Thorne Memorial were each rewarded for their winning essays after having entered PINEHILL's World School Milk Day (WSMD) essay competition launched in September of this year.

Expounding on the topic "**From Glass to Grass! How did my milk get here?**" the lucky four each received a Samsung Galaxy tablet, a Fortress Caribbean Growth Fund Account with a BBD\$250. starting balance and BBD\$1000. for their respective schools.

Category Manager for Juice and Dairy, **Henry Yearwood** and sponsors Fortress Fund Managers, personally made the trip to surprise each of the lucky students. Making the stop at All Saints' Primary first, the team met an excited Desire Bowen who shared her joy on learning of her win.

"I knew I would win! When we received the activity sheets, I immediately made the decision to enter and knew I would be successful!"

In addition to the financial investment, Fortress Fund Managers presented each of the winners with a branded notebook and pen to continue their writing efforts. **Peter Arender**, Chief Investment Officer, Fortress, in making the presentation at All Saints' Primary, noted that "every writer needs a notebook."

This was the second win for All Saints' Primary with last year's winner **Rafael Hoad** also hailing from the St. Peter based institution.

Over at St. Angela's, a shy but articulate Meagan Cyrus gratefully accepted her prize and expressed her passion for the written word.

"Writing is fun for me. I will use the tablet to read and play games."

A member of the cross country and swimming teams, Meagan noted that she was keen on entering the competition again next year.

Trinity Academy was the third stop for the PINEHILL team and saw Hailey Brathwaite copping the top prize. Driven by the need to inspire others, she used the competition to encourage her peers to try.

“Nobody is really getting out there anymore,” she said. “Nobody is really inspired anymore. I wanted to get out and show that it is okay to try. You don’t have to be afraid to try and this is why I entered.”

Thursday, November 20th was the final day of presentations and saw Luther Thorne student Robyn Delice completely taken by surprise. The only female at the school to have entered the competition, she was greeted by local media and recited her essay during General Assembly.

“I am proud to be the only female to have entered. I had no idea I would win. I am glad that my mother encouraged me to enter.”

Hundreds of entries were received for this year’s competition from a wide cross section of both public and private schools. Commenting on the competition, Henry noted that it was important for the English Language to be preserved.

“With the advent of social and other forms of digital and mobile media, the English Language is under threat. PINEHILL’s audience is young and by initiating competitions of this nature, we are encouraging students to assist in the preservation of the English Language. I was heartened by the number and caliber of this year’s entries.”

The schools also benefitted from donations of milk from the juice and dairy brand.

This is the second year PINEHILL hosted the WSMD essay writing competition.



CAP. 1: (from left): Henry Yearwood, PINEHILL presents Keith Headley, Principal of All Saints' Primary and Class 1 winner Desire Bowen with their prizes after the WSMD essay competition presentation at All Saints Primary on Monday, November 17th.



CAP. 2: (from left) Class 2 winner Meagan Cyrus, winner at St. Angela's Primary and Principal Kim Somerville accept their prizes from Henry Yearwood, PINEHILL.



CAP.3: (from left): Henry Yearwood, PINEHILL, presents Dr. Michael Crichlow, Principal of Trinity Academy and Class 3 winner Hailey Brathwaite with the winning cheque.



CAP. 4: (from left) Henry Yearwood, PINEHILL presenting the winning cheque to Marcia Best, Principal of Luther Thorne Memorial and Class 4 winner Robyn Delice.

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