



Banks Holdings Limited

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NEWS RELEASE

Tia thrilled with 2015 Calendar

After an impressive showing on stage, Tia Sealy's 2015 Banks Beer Calendar has been released to rave reviews.

The radiant 24 year-old beauty was photographed at a traditional bus stop on the rugged East Coast of the island, along with Banks Beer's iconic open-air bus from the 1960's.

"I am so proud with the result and I think the photograph perfectly encapsulates what the Banks Beer brand stands for – *pride, strength* and *Barbadian beauty*. I couldn't be more thrilled," said the mother of one after her first photo-shoot for the '*Beer of Barbados*' as its official ambassador.

Sealy is now the 20th consecutive ambassador to grace Banks Beer's iconic annual poster.

"I'm eagerly looking forward to what the coming year holds and I'm also very grateful for this amazing opportunity to effect positive change within my community. As I said after I won the crown in December, charity will continue to be my guiding light during my reign," she added.

During the competition, the eight finalist were each paired with a local charity and tasked to manage a community-oriented project.

In the space of two weeks, Sealy managed to raise just over \$5000 for the residents of the ***Thelma Vaughn Memorial Home***, which will now be used to provide them with much needed physical therapy for the next six months.

Not stopping there, the former student of the Ursuline Convent also donated three laptop computers to the Home, where she still volunteers on a weekly basis.

Bernard Frost, Group Marketing Manager for Banks Holdings Limited, expressed his excitement at having Tia represent the most awarded beer brand in the Caribbean.

"She is a well-rounded young lady, and from what we have seen so far, we are very confident in her ability to represent the '*Beer of Barbados*'," said Frost.

“During the competition, Tia excelled at both the charity component and in-market activities with Banks Beer fans. Clearly, she has everything it takes to be an exceptional ambassador and we wish her well for the coming year and beyond.”



CAP.1 The 2015 Banks Beer Calendar is currently available island-wide.

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