



Scotiabank and Habitat Partner to Build Home for Widowed Mother with a Disability

Georgetown, March 9, 2013 – Scotiabank and Habitat for Humanity Guyana Inc. today launched an exciting cause-related marketing campaign that seeks to involve customers, employees, the public and other stakeholders in one of the Bank's major Bright Future philanthropic initiatives.

Under the Scotiabank/Habitat Build a Home promotion, Scotiabank will donate to Habitat a percentage of the value of Scotia Plan Loans, Auto Loans and Mortgages applied for and disbursed between March 1, 2013 and October 31, 2013. The donation will go towards building a home for Ms. Amanda Anthony, a widowed mother of two, identified by Habitat as in dire need of a home.

Customers will also get a chance to win gift certificates for loan installments, jewellery, hardware, spa treatments, groceries, electronics and clothing by entering into quarterly draws. At the time of disbursing the loan proceeds, customers will receive entry coupons commensurate with the amount of the disbursement. The draws will be held as follows:

Sunday June 9, 2013 at 11:00 hrs	Parika Branch
Friday September 13, 2013 at 11:00 hrs	Carmichael Street Branch
Friday November 8, 2013 at 11:00 hrs	Robb Street Branch

Should anyone wish to make a donation towards building the home for Ms. Anthony without taking a loan, they can do so directly with Habitat for Humanity. If the target is reached before the promotion ends, Habitat will identify another beneficiary and the remaining donations will go towards that family.

Employees will also be integrally involved in the initiative by volunteering to help build the home.

The public will be kept informed on the funds donated via monthly print ads.

About Scotiabank

Scotiabank is committed to supporting the communities in which we live and work, both in Canada and abroad, through our global philanthropic programme, 'Bright Future'. Recognized as a leader internationally and among Canadian corporations for our charitable donations and philanthropic activities, Scotiabank has provided on average approximately CDN\$47 million annually to community causes around the world over each of the last five years. Visit us at www.scotiabank.com.

About Habitat for Humanity Guyana Inc.

Beginning its work since 1994 following an invitation from then President Dr. Cheddi Jagan, Habitat for Humanity Guyana was officially registered in Guyana in 1995. Since then the organization has supported over 3000 families within the country's ten administrative regions, through partnership with affiliates, home partners, volunteers, and sponsors to build simple, decent and affordable housing for low income earners. Also, the organization has undertaken home repairs, rehabilitation works, and assisted in accessing secure tenure.

With a new program direction called "Inspiration-in-Action" added focus will be placed on community development, disaster risk reduction, and social action and awareness. Via resource centres the organization seeks to make a stronger impact on communities through training, mobilization, and planning of various community driven projects.

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