



News Release

Kingston, Jamaica

May 12, 2008

## **Scotiabank Provides Cancer Screening for Rural Women**

Over 1300 rural women across Jamaica will receive free cancer screening through a new cancer care campaign being launched by Scotiabank. The Bank is partnering with the Jamaica Cancer Society to give these women mobile mammography and pap smears screenings at a cost of 2.5 million.

Scotiabank will fund the cost of the screenings while the Jamaica Cancer Society will make its mobile unit available at twenty-one (21) Scotiabank branches on Wednesdays for a six-month period beginning May through to October 2008. Each branch will also provide blood pressure checks and diabetes tests as part of its in-branch health screenings.

The Cancer Care Campaign will be launched at the Bank's Spanish Town Branch in St Catherine on Wednesday May 14 as Part of Women's Cancer Awareness Week. The screening relay will see the Bank inviting customers who are usually not able to access or afford these services in their rural communities. The campaign, which is focussed on Breast and Uterine Cancer screenings, will also help these women with support services as it provides testimonials from survivors from Jamaica Reach to Recovery. A roving exhibit which features educational information on how to conduct self examinations and identify early signs of cancer will also be present at each location.

In explaining the Bank's rationale for the projects, Joylene Griffiths Irving Director of Public Corporate and Government Affairs at Scotiabank said that " the project is part of the Bank's thrust to deepen its relationship with its customers and impact their lives in a

positive way by offering care services which will bring direct benefit to them personally.” She also added that Scotiabank has had a long history of supporting the communities in the Bank operates, and we are proud of this partnership with the Jamaica Cancer Society and the ability to raise awareness about Breast Cancer outside of Kingston – an issue that is important to our employees and our customers.

Scotiabank has had a close relationship with the Jamaica Cancer Society dating back to 2000 when the Bank purchased the Mobile Mammography unit for \$10.5 million to provide screening for rural women. The Bank also maintains also the Unit at 1 million per year. Each year, hundreds of Scotiabank volunteers participate in fundraising events for the JCS.

In March this year, Scotiabank Jamaica donated of \$CDN 5,000 or JA\$345,000 to The Jamaica Cancer Society to support their work in promoting breast cancer awareness. This donation was part of a regional initiative by Scotiabank to promote women’s issues and to celebrate International Women’s Day.

Scotiabank’s Cancer Care project join Renal Care and Scoliosis Care two other health care programmes supported by the Bank.

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