



PRESS RELEASE

8<sup>th</sup> February 2011

**Business Community Dresses Down for Education**

GEORGE TOWN, Grand Cayman – Following last year’s success, dms Organization Ltd. (DMS) once again welcomed employees to dress down in support of further education and raise funds for the Joanna Clarke Scholarship Fund. This challenge was then issued to the local business community as a whole - and together they raised more than \$1,200 KYD.

The fundraising endeavour took place on January 28<sup>th</sup>, and participating companies, in addition to DMS, included KPMG, Highwater, RBC Wealth Management and PwC. Each company invited employees to show support by making a donation to participate in the dress down day.

The Joanna Clarke Scholarship Fund was introduced in 2010 as an expansion to its already well-established Joanna Clarke Excellence in Education Award (JCA). The scholarship fund grants financial support to an aspiring or existing educator looking to further his/her education or wishing to further expand on his/her professional development. The JCA is celebrating its fifth year, whereby DMS grants up to \$12,000 KYD annually to a worthy education initiative (s), thereby both efforts serve to publicly acknowledge the efforts of all persons and organizations that contribute to education in the Cayman Islands.

Commented DMS Vice President, and a JCA Committee Member, Krista Pell, “We were pleased with our employees’ willingness to put their hands in their pockets for a good cause, and we are further delighted by the support we received from other local companies. We hope to build on this support each year, and there will be future corporate sponsorship opportunities announced in the coming days to encourage the business community to join in our effort to support those who champion education, thereby ensuring the future of the Cayman Islands. It has always been our belief that, ‘together we make a difference’.”

Last year’s scholarship fund recipient was Krishan Welcome, an established lawyer in the Cayman Islands, who redirected her talents and energy from a career in law and is pursuing a teaching degree to fulfill her passion to influence young minds. Ms. Krishan obtained a 4.0 GPA during her fall semester at Catawba College and has continued these outstanding results thus far in her second semester.

*For more information on this press release please contact Laura-Anne Howard, Corporate Communications Coordinator, dms Organization Ltd., at 749-2458 or [lhoward@dms.com.ky](mailto:lhoward@dms.com.ky).*

Commented Ms. Joanna Clarke, namesake of the award and scholarship fund, “We recognize the role that educators play to be of paramount importance, for this important profession does not always receive the recognition that it deserves. As one of the main pillars of a sound and progressive society, teachers are instrumental in guiding our youth to discover their potential. Teachers are one of the principal sources of knowledge and values for our children.”

For further information on the Joanna Clarke Excellence in Education Award or Scholarship Fund, visit [www.joannaclarkeaward.ky](http://www.joannaclarkeaward.ky).

DMS is a business conglomerate engaged in the financial services, real estate and media industries.



*RBC Wealth Management contributed to education participating in JCA’s Dress Down Day. (l to r) Regina Bennett, RBC Wealth Management’s HR Officer; Sheena Thompson, RBC Wealth Management’s Regional Head – Operational Risk – Caribbean; Ms. Joanna Clarke, namesake of the award; and Tara Tvedt, DMS Project Coordinator and a JCA Committee Member.*

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