



PRESS RELEASE

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dms Encourages You to Dress Down for Education

GEORGE TOWN, Grand Cayman – Cayman Islands-based business conglomerate, dms Organization Ltd. (dms), is pleased to announce its first annual ‘dress up - dress down day’ to raise additional funds for its Joanna Clarke Scholarship Fund. The fundraising effort will take place on Friday, January 15th and participation is encouraged by all members of the education and business communities.

The new Joanna Clarke Scholarship Fund will grant financial support to an aspiring or existing educator looking to further his/her education or wishing to further expand on his/her professional development.

Commented President of dms Don Seymour, “With their significant influence on young minds, dms believes that educators represent the future of Cayman as they encourage our local youth to discover their potential. Through this fund, it is our honour to do our part to recognize and celebrate the invaluable contributions that our teachers have in ensuring Cayman’s tomorrow.”

This scholarship fund will be in addition to its Joanna Clarke Excellence in Education Award (JCA), whereby dms grants up to \$12,000 KYD annually to a worthy recipient(s). Demonstrating corporate responsibility, dms first introduced the JCA to publicly acknowledge the efforts of all persons and organizations that contribute to education in the Cayman Islands.

“In recognition of all who champion education, the JCA Committee and dms alike encourage the local business community to support this worthy fundraising effort. Participation in ‘dress up-dress down day’ is open to any local organization or individual willing to make a donation of their discretion to demonstrate support,” commented JCA Committee Member Lydia Warren. “This scholarship fund demonstrates our appreciation for the role that educators play, for this important profession does not always receive the recognition that it deserves. We appeal to the community to join with us in this endeavour.”

For more information on this press release please contact Laura-Anne Howard, Public Relations and Communications Coordinator, dms Organization Ltd., at 749-2458 or lhoward@dms.com.ky.

With many worthwhile initiatives and projects receiving the funding to thrive, previous recipients of the JCA include last year's winner, the N.C.V.O.'s Nadine Andreas Residential Foster Home for its Accessing Computer Aided Learning programme and runner-up - Cayman Islands Scout Association for Cayman Islands Scout Band. The 2008 recipient was John Gray High School for its "Blueprint for Literacy" initiative which aimed to ensure that all high school students, upon graduation, will be able to perform at their grade levels and pass at least four external exams. The 2007 recipient was Savannah Primary School PTA, which used the funding to pay for new playground equipment.

For further information on the Joanna Clarke Excellence in Education Award or Scholarship Fund, visit www.joannaclarkeaward.ky.

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

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