



PRESS RELEASE

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dms Proposes 12,000 Reasons to Invest in Education

GEORGE TOWN, Grand Cayman – Cayman Islands-based business conglomerate, dms Organization Ltd. (dms), has officially launched its annual campaign for the Joanna Clarke Excellence in Education Award – a celebration of exemplary service in education. Each year, dms donates up to \$12,000 KYD to a worthy recipient(s) who demonstrates excellence in education. To raise awareness and encourage applicants, dms has launched an advertising campaign titled “12,000 Reasons”, highlighting the many reasons to invest in education in the Cayman Islands. In addition to print and radio advertising, the dms Street Team visited schools on Island delivering promotional brochures and baskets of mangoes for the teachers.

Don Seymour, president of dms Organization, commented, “Ms. Clarke was a natural choice as patron of this award. She has dedicated her life to children and has steered Cayman's youth in the right direction for over 40 years.”

Recognizing the need for public sector support, dms introduced the award in 2007 which honors local renowned educator Ms. Joanna Clarke, and publicly acknowledges the efforts of all persons and organizations that contribute to education in the Cayman Islands.

“At dms we are committed to giving back to our community through various donations, sponsorship and volunteer efforts, and in particular, our future - Cayman’s youth. This award is a progression of that ongoing commitment,” Mr. Seymour added.

The application process is officially underway for 2008 and applications will be accepted until July 25th. Any person or body involved in or affiliated with education who has demonstrated exemplary performance during the school year is eligible for consideration, including but not limited to; teachers/teaching departments, students, PTAs, and schools. Savannah Primary School PTA was the 2007 recipient and they used the proceeds for new playground equipment.

For more information on this press release please contact Laura-Anne Howard, Public Relations and Communications Coordinator, dms Organization Ltd., at 946-2368 or lhoward@dms.com.ky.

Ms. Clarke commented, “I am truly touched and honored to have been selected as the namesake for this award. My purpose is, and always will be, to enhance the education of Cayman’s children as they are our future citizens.”

The Joanna Clarke Award (JCA) Committee will carefully review all applications submitted, and if several worthy projects are identified, they may provide grants to multiple organizations up to \$12,000 KYD in total. The JCA consists of the celebrated Ms. Joanna Clarke; President of dms Organization Ltd., Don Seymour; Literacy Education Specialist, Tanya Marie Dwight; Red Bay Primary School’s Literacy Coordinator, Anne Briggs; President of Savannah Primary School’s PTA, Mark Scotland; and John Gray High School’s Reading Specialist, Lydia Warren.

For further information and to download an application form the public can visit www.joannaclarke.ky, email glowe@dms.com.ky or call 814-3252.

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

Photo caption : JCA Committee members Ms. Joanna Clarke, Lydia Warren, Don Seymour, Tanya Marie Dwight, and Anne Briggs (Mark Scotland not pictured).

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