



**2 March 2011**

## **LIME ANNOUNCES US\$400,000 DEAL FOR TWO YEAR SPONSORSHIP OF THE CARIFTA GAMES**

LIME, Cable & Wireless Communications' operation in the Caribbean, has announced a US \$400,000 investment in regional athletics with a two year sponsorship of the prestigious CARIFTA (Caribbean Free Trade Association) Games.

During a colourful ceremony held at the Cuddy's Restaurant in Kingston, Jamaica, Grace Silvera, LIME's Regional Vice President, Marketing & Corporate Communications said:

"We are extremely pleased to continue our investment with the North America Central America & Caribbean Athletics Association (NACAC) in sponsoring the annual CARIFTA Games, which is instrumental in talent discovery and the development of outstanding young athletes across the Caribbean."

"Sport is dear to the hearts of the Caribbean and our athletic prowess greatly defines who we are as a people. This is more than a sponsorship, it's an investment. LIME is therefore, very proud to be sponsors of the games and to facilitate the regional broadcast of this exciting event to athletic fans and supporters across the region," Ms. Silvera said.

Speaking at the function, Olivia Grange, Minister of Youth Sports and Culture said:

"Jamaica welcomes the opportunity to stage the prestigious championships as we continue to position the island as a premier location for major sporting events."

In endorsing the sponsorship, Minister Grange lauded LIME for their commitment, noting that the contribution will assist in the execution of the meet being held in Jamaica for the first time in over a decade.

Neville 'Teddy' McCook, President of NACAC also thanked LIME for its longstanding contribution to sport.

"CARIFTA is a breeding ground for the world stage and from these Games many stars are born, and world recognition is given to Caribbean nations, so LIME's investment will help to develop young athletic talent across the region," he said.

The 2011 CARIFTA Games is scheduled to be held in Montego Bay, Jamaica from April 22-24 and will attract over 800 athletes, their families, coaches and supporters to the island. During the three-day event more than 150 events will be staged including sprints, distance races, relays and field events.

The Games have produced several athletic World Record Holders and World and Olympic Champions, including star athletes such as Usain Bolt, Darrel Brown, Veronica Campbell-Brown, Kim Collins, Pauline Davis-Thompson, and Obadele Thompson.

Last year, CARIFTA champions Jehue Gordon, Dexter Lee and Kirani James took their talents to the world stage with gold medal performances at the IAAF World Junior Championships in Moncton, Canada.

## **ENDS**

### **Notes to Editors**

#### **About Cable & Wireless Communications**

Cable & Wireless Communications is a global, full-service communications business. We operate leading telecommunications businesses through four regional units – the Caribbean, Panama, Macau and Monaco & Islands. Our services include mobile, broadband and domestic and international fixed line services in most of our markets as well as pay-TV, data centre and hosting, carrier and managed service solutions. Our operations are focused on providing our customers – consumers, businesses, governments – with world-class service. We are the market leader in most products we offer and territories we serve. For more information visit [www.cwc.com](http://www.cwc.com).

#### **About LIME**

LIME (Landline, Internet, Mobile, Entertainment) is the Caribbean’s leading telecommunications company, focused on building products and services that make Caribbean people’s lives better. LIME’s aim is to deliver the best communication services across the board, full stop. LIME is part of Cable & Wireless Communications, one of the world’s leading international communications companies. For more information visit [www.time4lime.com](http://www.time4lime.com).

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