



LIME 'SKOOL AID' CELEBRATES 5th ANNIVERSARY
 - ***Annual back-to-school event now in “expansion mode” through partnership with SDC***

Kingston, Jamaica – July 29, 2014: Telecommunications firm LIME today (July 29) announced that it will be expanding the yearly back-to school assistance provided to thousands of students through its 'Skool Aid' programme through a partnership with the Social Development Commission (SDC).

The announcement was made by Garfield Sinclair, CEO of LIME during the launch of the 5th annual staging on Tuesday, July 29. He noted that since inception, the company has invested some \$250 million dollars and assisted over 300,000 Jamaicans.

“In this our 5th year, it (Skool Aid) is now in “expansion mode”. We’re bringing elements of ‘Skool Aid’ to more places and more people across Jamaica. For the first time, we will be staging three mini back-to-school events in 3 parishes – thanks to a partnership with the Social Development Commission (SDC),” the LIME CEO said.

“We are excited about this valuable private/public partnership which reflects our dual commitment to the sound education of our nation’s young people.” Mr. Sinclair added.

The main event is scheduled for Sunday, August 24 at the JamWorld Showground in Portmore while the three lead-up events will take place in the parishes of St. James, St. Elizabeth & Clarendon on August 2, 10 and 16 respectively

Major elements of ‘Skool Aid’ include; a wellness area for free health checks, school medicals and optical examinations; a barbering salon; plus, scholarship grants and school bags that will altogether add value to the satellite events. LIME hopes to offer assistance to some 1500 students across the three parishes selected.

Carlo Redwood, Vice-President of Marketing gave further details of the planned activities during the launch and stated that the company is expecting in excess of 40,000 patrons at this year’s main event in Portmore.

-more-

“Times are hard and we will continue to offer well-needed economic relief for parents and guardians. LIME ‘Skool Aid’ will be offer a ‘one-stop-shop’ for them to get all the supplies that they need, including books, uniforms, stationery and such through our numerous vendors and sponsors who will be offering significantly discounted prices,” Redwood announced.

Adding to the services to be provided at the regional events, LIME Skool Aid 2014 will also offer free dental checks and cleanings, hair consultations for girls, ‘Storyland’ – a reading oasis, a petting zoo and a fun-filled entertainment package.

Redwood thanked the numerous agencies both public and private that collaborate each year to make the event a success.

LIME specially recognized the Portmore Municipal Council, Dr. Andre McDonald, who leads the medical and wellness operations, Colgate (Kirk Distributors) which offers dental services, Heart Trust NTA Cosmetology School, the Jamaica Library Service and the National Library of Jamaica for their contribution over the past 5 years.

While the services will be offered at no cost, patrons attending the Portmore event will be required to secure tickets through the purchase of a LIME top-up card.

Tickets will be available with the purchase of \$300 LIME credit at LIME Stores in Kingston, Portmore & Spanish Town starting on August X. The regional events will offer free admission.

-30-

CONTACT

Danielle Savory | Public Relations Officer |LIME | 2-6 Carlton Crescent | |
Mobile [\(876\) 818-2835](tel:8768182835) | Email: Danielle.savory@lime.com