



Press Release

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FOR IMMEDIATE RELEASE**

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HSBC Staff Spearhead Christmas Book Drive

Children in various George Town communities will enjoy the gift of reading this Christmas thanks to the efforts of HSBC staff.

Over the Christmas season, CI\$3,000 worth of books are being distributed to children between the ages of 3 and 12 years as educational Christmas gifts.

The effort began with a group of HSBC staff members who volunteered to have funds deducted monthly from their salaries and directed towards community projects. HSBC management agreed to match all staff funds collected.

In honour of the Christmas season, the first project chosen was the distribution of books as Christmas presents to local children. Instrumental in the project were HSBC staff members Erin Echenique, Najala McField and LaTasha Nixon, who worked along with Head of Human Resources Walling Whittaker to get the books distributed in various communities.

Gonzalo Jalles, CEO of HSBC Financial Services (Cayman) Limited, was appreciative of staff efforts to aid the community: “Given HSBC’s global commitment to education, the Christmas book donation project was a fitting one for both the season and HSBC’s worldwide role as a good corporate citizen. I applaud the staff members who chose to be a part of this project and look forward to many similar activities.”

As part of the project, books were donated to children in the central George Town neighbourhood of Scranton, and the Washington Boulevard area of George Town (a neighbourhood often referred to as “Swamp.”) In conjunction with the Rotary Sunrise service club, the books were also distributed at children’s Christmas parties in the Watlers Road and Windsor Park areas of George Town.

With the assistance of local book store, Book Nook, all books were divided by age range to ensure that each child received a book appropriate to his or her age and reading level – from pre-school up to teen.

HSBC management and staff intend to make the Christmas book donation an annual holiday project and plan to get more staff members involved as well as branching out to include West Bay, the Eastern Districts and the Sister Islands in the book donation scheme.

Mr. Jalles said: “HSBC is committed to supporting community projects in the Cayman Islands, especially those that support children and education. We look forward to an increased role in the local community. With 70% of our employees being Caymanian, we share our staff’s desire to give back to the community.”

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Captions:

- 1) HSBC’s (left to right) Walling Whittaker, Najala McField and CEO Gonzalo Jalles with a young guest at the Rotary Sunrise children’s Christmas party in Windsor Park.

- 2) HSBC staff members (left to right) Najala McField, Walling Whittaker, Christopher Saunders and LaTasha Nixon with children in the Scranton neighbourhood after they received their Christmas gift books.
- 3) Children in the Washington Boulevard neighbourhood pose with their Christmas gift books and HSBC staff members (back row, left to right) Walling Whittaker, LaTasha Nixon and Najala McField.
- 4) Two happy young book recipients from the Scranton neighbourhood enjoy their gifts from HSBC. All books were distributed according to age to ensure that all were age-appropriate.
- 5) HSBC Cayman CEO Gonzalo Jalles plays Santa Claus by distributing gift books at the Rotary Sunrise children's Christmas party in Windsor Park.

Notes to Editors:**HSBC Financial Services (Cayman) Limited**

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