



## NEWS RELEASE

Eastern Caribbean Central Bank

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### **ECCB Partners With Local Business to Offer Attractive Prizes**

The Eastern Caribbean Central Bank (ECCB) has partnered with Island Purified Water and other local businesses to offer prizes for Financial Information Month (October) 2009.

Throughout October, the 13 oz. Island Purified Water bottles will display the Financial Information Month theme and logo, which are also depicted on T-Shirts worn by staff of the ECCB and financial institutions in the Federation on Fridays.

Based on the widespread consumption of locally bottled water, the water bottles are seen as an effective way of getting the Financial Information Month message of saving, wise investments and long-term financial planning as key concepts to building a secure future.

To be eligible for one of the attractive prizes, persons are required to remove the special Financial Information Month labels from the Island Purified Water bottles and place them in an envelope with their names and contact information and send to the ECCB at P O Box 89, Bird Rock.

There is no limit to the number of labels a person can send. The more labels submitted the greater the chances of winning. All the labels will be placed in a drum and winners will be selected through a live draw which will take place on national television in November.

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Accommodation at two local hotels, food hampers, dinners for two at local restaurants and other attractive prizes associated with the products and services of the sponsors are among the prizes to be won.

Financial Information Month is part of an Eastern Caribbean Currency Union (ECCU) financial literacy programme coordinated by the ECCB in collaboration with financial institutions throughout the region. The objective of the month is to empower citizens to make investment and spending choices that will allow them to build wealth, become financially secure and retire in comfort.

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Financial Information Month Logo



Specially Labelled Island Purified Water Bottles