



# NEWS

## RBC Royal Bank sponsors JRFF 2012 “Make a Film in 24 Hours” competition

On Monday, February 16, 2012, the RBC “Make a Film in 24 hours” competition will be launched at the Jamaica Pegasus Gardens, signaling the start of the 2012 Jamaica Reggae Film Festival.

This will be RBC Royal Bank’s second time supporting this aspect of the Jamaica Reggae Film Festival, (JRFF). Last year, the bank committed its support to JRFF, with special focus on the “Make a Film in 24 Hours” competition, where Jamaica-based filmmakers, professionals or amateurs, use film, video or cell phone cameras to make a 5-minute film in 24 hours. This saw the emergence in 2011, of talented amateur filmmaker and producer Vanessa Phillips garnering the first prize for her film, “*What If...?*”

In the Caribbean and for the last 2 years, RBC Royal Bank has been expanding its emerging artist footprint by building partnership with organisations that facilitate the advancement of emerging artistic talent in the region.

Barrington Watson, Market Head, Business Banking, RBC Royal Bank Jamaica, said “We believe in the power of the arts to enrich our lives and enhance our communities. That’s why we are committed to the development of emerging talent in the markets in which we operate, providing them with the opportunities to take their careers to the next level.”

In the past year, the bank has made significant inroads in extending the emerging artist footprint in the Caribbean through significant sponsorships of **The Trinidad + Tobago film festival, The Bahamas International Film Festival (BIFF) , RBC Summer Arts Workshop (The Bahamas) and locally the Jamaica Reggae Film Festival .**

Launched in 2008, the Reggae Film Festival showcases films in which Jamaica's reggae music culture is displayed, documented and memorialised in features, documentaries and short films, animation and music videos. The 2012 edition will see the festival broadening its programming to include wider Caribbean film content.

“Our parent company, RBC, has a long standing commitment to supporting emerging artists, treating it as a major element of its global sponsorship and brand building strategy. While here in the Caribbean, RBC Royal Bank’s support for emerging artists is another outlet the bank has added to its list of initiatives to reach out to the communities that it serves to make a positive, long-lasting impact,” says Watson.

“By supporting the arts, RBC Royal Bank is creating opportunities for many promising new artists to invest and commit to their craft, but also help raise awareness about our rich cultural diversity and celebrate our Caribbean artists,” noted Watson.

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### **About RBC and the Arts**

RBC sponsors a wide-range of grassroots and local initiatives that contribute to the cultural fabric of our communities. Proud to support events and passions that resonate with our clients, RBC provides opportunities for up-and-coming artists through programs such as the RBC Royal Bank Scholarship at the Edna Manley School for the Visual and Performing Arts and the Jamaica Reggae Film Festival “Make a Film in 24 hours” competition.

### **About RBC in the Caribbean**

With more than 100 years of heritage serving the region, RBC operates under the banner of RBC and RBTT with a presence in 19 countries, 125 combined branches and close to 7,000 employees serving more than 1.6 million clients. As one of the Caribbean’s leading diversified financial services companies, RBC provides personal and commercial banking, wealth management, corporate and investment banking, insurance and trust and asset management services to a wide range of clients, including individuals, small businesses, general commercial entities, regional and multi-national corporations and governments. For more information, please visit [rbc.com/caribbean](http://rbc.com/caribbean).

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