

The Virgin Islands Consortium

Scotiabank Sponsors Annual Kiddy Cricket Program

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Scotiabank, in collaboration with the West Indies Cricket Board (WICB), launched its annual Kiddy Cricket Program Summer Camp on the islands of St. Thomas and St. Croix, Scotiabank said in a release issued Friday. The 5-day camps were held from June 26 to the 30 at Schjang Ball Park in St. Croix and July 3rd to the 7th at the Cancryn Ballfield in St. Thomas.

The Scotiabank Kiddy Cricket Program Summer Camp introduces boys and girls aged 7-11 to the fundamental elements of the game of cricket. Now in its 17th year, approximately 750,000 students have passed through the program across the globe, according to the release.

“The Scotiabank Kiddy Cricket Program has made a significant impact in nurturing the next generation of great cricketers. Batsman Jermaine Blackwood and fast bowler Kemar Roach of the West Indies Cricket Team are past Scotiabank Kiddy Cricketers who got their start at summer camps held in their regions,” said Christine N. Lee, marketing officer at Scotiabank USVI (pictured right in the feature image).

“In addition to being taught the technical, tactical, and physical aspects of the game of cricket, the children are also taught personal lifestyle development topics such as nutrition, health, and wellness. We believe such attributes will aid in their further development as they aspire to become better cricketers and more importantly better individuals within their communities,” added Junie A. Mitcham, Leeward Island territorial development officer, WICB.

The Scotiabank Kiddy Cricket Program is executed in 13 different islands throughout the Caribbean region.