



PRESS RELEASE

NATIONAL BAKERY UNVEILS 'BOLD ONES' MOBILE CAMPAIGN

Kingston, Jamaica, March 14, 2014: Jamaicans in every parish will now be treated to a larger-than-life view of the eight new manufacturers being honoured by National Bakery under its 2014 “**Bold Ones**” Programme. Giant displays of the products are being carried across Jamaica on the fleet of National Bakery bread trucks, which travel the island daily.

The **Bold Ones** Mobile Campaign was launched on Friday, March 14 by Governor General, the Most Honourable Sir Patrick Allen, who unveiled the 'flagship' truck. This is a colourful feature of the multi-faceted media support offered to these “Champions of Manufacturing”, by National Bakery.

His Excellency had high praises for both the **Bold Ones** initiative and the intrepid entrepreneurs being honoured. Sir Patrick Allen commended National Bakery's Chairman Mr. Butch Hendrickson for conceptualizing the initiative.

Also present at the event was the Managing Director of EXIM Bank Jamaica, Mrs. Lisa Bell, who announced a special loan facility that was created for the Bold Ones.

Mrs. Bell indicated that “It falls within the mandate of EXIM Bank to support the growth of small and medium enterprises by offering appropriate financing.”

Mrs. Bell commended the Bold Ones initiative, “We applaud Continental Baking

Company in its efforts to support emerging companies as we believe mentorship and support is a key element in ensuring growth in the private sector.”

The objective of this initiative is to highlight enterprising small businesses that have excelled in their field and it is hoped they will serve as an impetus for other entrepreneurs to explore the option of manufacturing.

The selection criteria for the 2014 Champions included the use of indigenous resources, the employment of at least five persons, being tax compliant and being in existence no longer than seven years.

They represent six parishes and span five industries: food, beverage, health/beauty, wooden and leather manufacturing.

This year's '**Bold Ones**' are: **Bartley's All In Wood** (wooden jewellery, home items and memorabilia), **EcoFarms Jamaica** (flavoured honey and honey wine) **LifeSpan Company Limited** (bottled spring water) **Irie Rock Yaad Spa** (spa and skincare products), **Journey's End Wine Company** (assorted wines) **Lincoln Gordon and Sons** (natural spices and seasonings) D'NexStep **Sandals and Accessories** (leather sandals, bags and belts) and **Spring Vale Enterprises** (vinaigrettes, salad dressing and glazes).

Jamaicans will have the opportunity to view the Bold Ones' products at the National Bakery sponsored displayed planned for Expo Jamaica 2014 at the National Arena April 3-6.

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