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Shane Mora
Digicel Bermuda
+1 441 500 1000
shane.mora@digicelgroup.com

DIGICEL BERMUDA AND ROYAL BERMUDA YACHT CLUB RAISE OVER \$8,000 FOR THE BERMUDA DIABETES ASSOCIATION

December 13, 2011 – Hamilton, Bermuda. After a second successful Cabbage Patch Charity Keelboat Regatta Race, Digicel Bermuda and the Royal Bermuda Yacht Club (RBYC) successfully raised \$8,556 for the Bermuda Diabetes Association. Started in 2010, the aim is for the sailing community to raise funds to benefit a chosen community oriented charity every year. Meals on Wheels was the beneficiary for the inaugural event for 2011. This year, the RBYC committee chose the Bermuda Diabetes Association.

“We are honored to have been chosen as the recipient charity for the 2011 Cabbage Patch Charity Regatta. On behalf of the Bermuda Diabetes Association, I would like to thank Digicel Bermuda, the organizers of the Cabbage Patch Charity Regatta and the Royal Bermuda Yacht Club for their support and most generous donation”, says Kuni Frith-Black, Executive Director of the Bermuda Diabetes Association.

Digicel Bermuda CEO, Wayne Gaines, states, “There are tough times ahead of us with these economic hardships that the community continues to face. The fact that Digicel and the RBYC were able to raise over \$8,000 speaks volumes about the efforts that these organizations put forth to make this event a huge success. I am honored and truly humbled that I am part of an organization that is always trying to give back to our community.”

“The Royal Bermuda Yacht Club is proud to be partnered with Digicel Bermuda for this unique event. The lack of wind didn’t deter people from coming out to support this fundraising event. The cabbage, awarded to the last place boat, was auctioned off for \$770; it was great to see people opening their pockets for such a good cause as Bermuda Diabetes”, said Vice Commodore and Incoming Commodore Jonathan Brewin.

Shane McDonnell, Director of Sales at Digicel Bermuda, states, “Working with RBYC for this cause has been very rewarding. Digicel recognizes that the Bermuda Diabetes Association is an organization that is an integral part of our community. This organization continuously looks to educate those directly or indirectly affected by this disease and I am glad that Digicel is able to assist.”

The funds raised by RBYC and Digicel for the Bermuda Diabetes Association will assist in educating those living with the disease and diabetes prevention. As this organization solely depends on volunteers and funds donated by the public, the Bermuda Diabetes Association is always looking for assistance. If you would like to volunteer or donate to this organization, please email bda@northrock.bm, call 441-297-8427. If you are simply looking for more information about the Bermuda Diabetes Association and this disease, please visit www.bermudadiabetes.org.



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About Digicel

After ten years of operation, Digicel Group Limited has over 11 million customers across its 31 markets in the Caribbean, Central America and the Pacific. The company is renowned for delivering best value, best service and best network.

Digicel is the lead sponsor of Caribbean, Central American and Pacific sports teams, including the Special Olympics teams throughout these regions. Digicel sponsors the West Indies cricket team and is also the title sponsor of the Digicel Caribbean Cup. In the Pacific, Digicel is the proud sponsor of several national rugby teams and also sponsors the Vanuatu cricket team.

Digicel also runs a host of community-based initiatives across its markets and has set up Digicel Foundations in Jamaica, Haiti and Papua New Guinea which focus on educational, cultural and social development programmes.

In 2004, Digicel developed Digicel Rising Stars – an annual talent show to support aspiring young music artists in the Caribbean. The show has spanned the Eastern Caribbean, Haiti, Jamaica and Trinidad & Tobago ranking as one of the top-rated shows.

Digicel is incorporated in Bermuda and its markets comprise: Anguilla, Antigua & Barbuda, Aruba, Barbados, Bermuda, Bonaire, the British Virgin Islands, the Cayman Islands, Curacao, Dominica, El Salvador, Fiji, French Guiana, Grenada, Guadeloupe, Guyana, Haiti, Jamaica, Martinique, Nauru, Panama, Papua New Guinea, Samoa, St Kitts & Nevis, St. Lucia, St. Vincent & the Grenadines, Suriname, Tonga, Trinidad & Tobago, Turks & Caicos and Vanuatu. Digicel also has coverage in St. Martin and St. Barts in the Caribbean.

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