

REMARKS BY DON WEHBY
GRACEKENNEDY GROUP CEO, AT THE GRACE FOODS/JAMAICA ATHLETICS
ADMINISTRATIVE ASSOCIATION SPONSORSHIP ANNOUNCEMENT
JANUARY 10, 2012, 10AM
MULTIFUNCTION ROOM, GRACEKENNEDY

Hon. Natalie Neita Headley, Minister without Portfolio in the Office of the Prime Minister; Hon Olivia “Babsy” Grange, Opposition Spokesperson on Sport; Dr. Warren Blake, President of the JAAA, and other members of the executive, Mrs. Shelly Ann Fraser-Pryce, O.D, GraceKennedy Ambassador; GraceKennedy colleagues and friends, members of the media, good morning.

In recent years, we have seen the power of sport in defining a nation. The JAAA does a great job in leading the charge for the ‘biggest little country’ in world athletics, and to them we say a big “Thank You.” I would also like to express appreciation to the former Minister of Youth Sport and Culture, the Hon. Olivia Grange, for the work done to demonstrate the benefits of marketing **Brand Jamaica** through sport.

This is a glory year for Jamaica, and I am certain everyone will join me in pledging our support to Minister Natalie Neita Headley, as she assumes the ‘starter’s position’. Minister, thank you for making this event your very first official engagement.

We are here to celebrate the manifestation of an idea that was first considered by us here at GraceKennedy, and shared with the JAAA, where it was embraced with great enthusiasm by a team headed by one of the most gracious men we’ve known – the late Howard Aris. It would be remiss of me not to acknowledge the pivotal role he played in us being here today.

I am a sportsman – well, I was a sportsman. Many of you may not know that I was an athlete in my younger days. And so track and field is very close to my heart. Now, it’s something I can only

watch, as my days on the track are over! But I can tell you how much of a role my days of training and competition have influenced my approach to life. I learnt discipline, how to test myself, and also a great sense of duty to fellow athletes, coaches and my school.

The launch of our broadcast sponsorship for the 2012 Olympics brought it all back to me. I got chills watching the replay of the races run in Beijing, especially that Men's 4 X 100m relay! Every single one of us in this room remembers how we felt when Asafa Powell crossed that finish line in RECORD time! It was such an amazing display of Jamaica's talent on the track, and it is, I believe, one of the single proudest moments in our history, and this year, I expect to feel those chills again, and again.

When athletes are about to start a race, they take with them many hours of training, enormous sacrifice and great effort in precision planning, all to create an amazing, masterful feat that is over in a couple of seconds! GraceKennedy understands all the elements that work together to deliver performance, and perhaps one of the most important element, is nutrition. As Jamaica's 'good food company', we feel that it is our duty to support the very best standard bearers of the Jamaican flag in this our Jubilee year: our athletes.

I am pleased to announce that from today through to June 2012, Grace Foods and Services, will donate to the JAAA ten cents from the sale of every can of Grace Vienna Sausages, Grace 5.5 ounce Mackerel, and Grace Corned Beef; we will donate 10 cents from the sale of every pack of Grace Franks, and every 16 ounce bottle of Grace Tropical Rhythms, as well as our highly popular Grace Cock Soup and Grace Tomato Ketchup. From the sale of these, our most popular food products, we are honoured to pledge a minimum of five million dollars, this year to the JAAA.

I am also delighted to announce that with the support of our respected Food, Nutrition and Lifestyle Consultant, Dr. Heather Little-White, Grace Foods and Services will partner with the

JAAA to provide nutritional education and meal planning to the athletics community across Jamaica, so that our athletes, their coaches and families will have the very best tools to design meals that will deliver their very best performances.

2012 is going to be a year of unparalleled celebration. For us at GraceKennedy, we'll be celebrating 90 years, while Jamaica will be celebrating its 50th Anniversary.

History is sure to be written in London this year, when Jamaica brings a blaze of glory to the track. We are humbled and honoured to be able to play a part in supporting the athletes who will represent us in London, and who will, with each race they run, make us proud to be Jamaican! Today, we make a promise to our athletes as they embark on this journey to bring pride to our nation once again, and at GraceKennedy we keep our promises!

Thank You!