



Government of the Republic of Trinidad and Tobago

**Ministry of Social Development and Family Services**

## **MEDIA RELEASE**

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**FOR IMMEDIATE RELEASE**

### **MSDFS lauds Scotiabank's "Bank with Confidence" which focuses on Seniors**

Port of Spain---The Ministry of Social Development and Family Services (MSDFS) wishes to congratulate Scotiabank T&T on its latest initiative entitled: "Bank with Confidence."

This new information hub is geared towards senior citizens to use as a tool to guide them through all of the possibilities that digital banking has to offer. It is also timely as July is celebrated as "Senior's Month" for Scotiabank, where the contributions of seniors are celebrated within communities.

According to Scotiabank, the resource is available on [tt.scotiabank.com/seniors](http://tt.scotiabank.com/seniors) and will be particularly useful as customers continue to navigate the challenges presented by Covid-19 coronavirus and its various measures for physical distancing. The bank acknowledges that senior citizens make up a large portion of its customer base, and that their health and safety at this time are a major focus.

The MSDFS is particularly pleased with the "Bank with Confidence" initiative, as senior citizens comprise a major part of society, and are major stakeholders of the Ministry. Their invaluable lessons in ethics, morals and family values have undoubtedly impacted and shaped society's norms, traditions and practice, leading to healthy functional families.

Now that they have become one of the most vulnerable groups in the national community, during the new normal, the MSDFS lauds Scotiabank's commitment to developing initiatives to help them get their banking done remotely, reducing touch points so they can stay home and stay safe.

The Ministry of Social Development and Family Services acknowledges the extra efforts being made by the entire financial sector to facilitate and accommodate the elderly during the COVID-19 period, and wishes to commend the Commercial Banks in particular, for this *step in the right direction*.

**-END-**

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