

**THE NATIONAL GAS COMPANY OF TRINIDAD AND TOBAGO LIMITED (NGC)**

**Media Launch**

**NGC Bocas Lit Fest**

**1st Floor Seminar Room at NALIS**

**Port of Spain**

**Wednesday 19<sup>th</sup> March 2014, 9:00 a.m.**

**Remarks by Ms. Cassandra Patrovani Sylvester**

**V.P. Human and Corporate Relations, NGC**

Ms. Marina Salandy-Brown, Festival Director, NGC Bocas Lit Fest

Ms. Danielle Delon, Director, Children's Bocas Lit Fest

Representatives from Corporate Sponsor, One Caribbean Media  
(OCM)

Representatives from NALIS,

Esteemed Writers

Members of the Media

Good morning and welcome to our Media Launch for the NGC Bocas Lit Fest 2014.

It is my pleasure, my sincere pleasure, to join you this morning – not only in my capacity as Vice President, Human & Corporate Relations of The National Gas Company of Trinidad & Tobago – but, perhaps more so, as an involved and very active admirer of the work and on-going achievements of Marina and her dedicated team. In four (4) short years, the NGC Bocas Lit Fest has become a “must-do” on the

international literary calendar, a “must-be” for our Caribbean writers, accomplished and upcoming, and a “must-be-seen” for followers and fans of the arts.

2014 marks NGC’s third (3<sup>rd</sup>) year as Title and Corporate Sponsor. We have contributed over one point five million TT dollars (1.5M TT) over the past three (3) years to retain that prized place. That does not include our secondary financial contributions, or our investment in advertising and promotions, or the value of the time invested by our employees from Corporate Communications and the wider organisation. The Return On Investment for us, however, far outweighs the investment.

The NGC Bocas Lit Fest has become almost part of our DNA. If I put on my business lens, not one (1) month in the last twelve (12) has gone by without at least two (2) or three (3) public, positive references to the NGC Bocas Lit Fest across all media. Some more memorable ones:

- |                             |   |
|-----------------------------|---|
| 28 <sup>th</sup> April 2013 | “Hinkson Engages His Readers”                   |
| 29 <sup>th</sup> April 2013 | “T&T writer takes top Bocas prize”<br>(Express) |
|                             | “Bocas open, story jump out” (Guardian)         |
| 30 <sup>th</sup> April 2013 | “On a poetry high”                              |

5<sup>th</sup> May 2013            “Rock stars of the lit world” (Guardian)  
                                  “A Right to Write” (Express)

June 2013                Two (2) ‘Making a Difference’ television  
                                  features

27<sup>th</sup> September 2013    “Brooklyn tastes the NGC Bocas Lit  
                                  Fest”

And, one of my favourites, from the heart of the media; “My Bocas Lit Fest”. A commentary written by Lisa Allen Agostini. I quote . . .

*“I am wrung out from my four days at the annual NGC Bocas Lit Fest, but also inspired and renewed by those four days.”*

Lisa went on to share some of her experiences during those four (4) days and then closed with the following:

*“Which brings me at last to my concluding point: the value of the NGC Bocas Lit Fest. . . . I am grateful to NGC, its title sponsor, and the Bocas organisers for building this festival. It is a great gift to our country and our region and we who live here should take advantage of it.”*

To Lisa and all our media supporters we are so very grateful for your appreciation and support in building this very important community,

national and Caribbean initiative. When we made a decision to become title sponsor we had no idea that NGC would be opening so many doors of opportunities for all our Caribbean nationals, delivering on our Vision “To be a valued partner in the global energy business” and our Mission “to create exceptional national value from natural gas and energy businesses”.

I want to make special mention of One Caribbean Media, OCM. Having lived within the OCM family for over five (5) years, I am especially proud to partner with you and we look forward to continuing that partnership for many years to come.

Members of the media, ladies and gentlemen, thank you for your time this morning. We look forward to another tremendous year of NGC Bocas Lit Fest, kicking off with our events in Tobago at the end of March. In preparation, I leave you with this inspiring quote from Anne Lamott:

*“What a miracle it is that out of these small, flat, rigid squares of paper unfolds world after world after world, worlds that sing to you, comfort and quiet or excite you. Books help us understand who we are and how we are to behave. They show us what community and friendship mean; they show us how to live and die.”*