

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

Hasely Crawford Stadium, Training Ground

Wednesday 2nd April, 11:00 a.m.

**Remarks by Ms. Cassandra Patrovani Sylvester
V.P. Human and Corporate Relations, NGC**

Mr. Ephraim Serrette, President of the NAAAs

Mr. Peter Samuel, Public Relations Officer, NAAAs

Mr. Brian Lewis, President of the Trinidad and Tobago
Olympic Committee

Mr. Anthony Creed, Executive Manager, Sport Development
Performance Unit, The Sport Company of Trinidad and
Tobago

Staff of the National Gas Company of Trinidad and Tobago
Limited

Members of the NAAAs executive

Members of the Media

Ladies and Gentleman

Good morning everyone.

As Vice President, Human & Corporate Relations of The National Gas Company of Trinidad & Tobago, I am happy to welcome you all here, especially the members of the media, who have been so supportive of NGC and its many major Corporate Social Investment projects this year.

As a private citizen, and a proud Trinbagonian, I am excited about NGC's ongoing partnership with the National Association of Athletics Administrations of Trinidad and Tobago because of what it means to us as a sporting nation.

In that context, NGC doesn't just see this as a sponsorship but an opportunity to foster a spirit of patriotism.

Not a single one of us here today can deny the euphoria that overwhelmed us when we watched Keshorn Walcott nail that Olympic gold medal for his country or the collective pride that bloomed when Jehue Gordon hurdled his way into gold glory. In fact, whenever any sporting hero performs our nation becomes a little prouder of itself; we are nudged towards that moment of celebration of ourselves.

The excitement that we feel when our athletes make us proud is undeniable. This pride is what NGC's partnership with the NAAA is all about. We are pleased to play an instrumental part in the NAAA's purpose "to lead a collective effort among all athletics stakeholders in Trinidad and Tobago in the attainment of its vision in a sufficient and sustainable manner."

Our commitment to the NAAA, in the sum of \$2,330,000 TT (\$2.33 million), will be applied specifically to the areas of governance, elite high performance athletes, administration and development programmes for coaches and volunteers. The value is immeasurable.

We are particularly proud that this partnership will also provide much needed assistance with the development and restructuring of our Right on Track Coaching Programme for children and the NGC's Right on Track Coaching Caravan as a feeder for NAAA's primary schools' programme (Kids' Athletics)

I would like to briefly share with you our rationale for such a substantial commitment. NGC has always had a strong sense of Corporate Social Responsibility, meaning that we recognize our moral, social and ethical responsibility to the

nation that we serve. Out of this responsibility was born our vibrant and extensive Corporate Social Investment policy, which dictates how and where we focus our sponsorships and interventions.

I want to emphasize the idea of INVESTMENT in this context, as we expect all of our activities to deliver some form of return, not to NGC itself, but to the nation. These returns may take the form of social and economic development, increased community engagement and well-being, and the preservation of the many gifts and talents with which this nation has been blessed.

In other words, our CSI programme is based on the belief that our mission to bring exceptional value to our nation can be achieved not just through the monetization of natural gas and the development of the energy sector, but through direct involvement in community and national development through art, culture, music, literature, and, of course, sport.

One of the tenets of our CSI policy is that our programmes must result in sustainable economic development, and there is a strong correlation here with our support of the sporting sector. Sport offers unlimited career opportunities for our athletes, coaches, trainers and administrators, as well as the

many industries that support the sector. It is important for our citizens to recognize that there is a good living to be made in all areas of athletics; all they need to do is widen their scope and shift their focus from the more traditional perception of the job market.

Another tenet — that of preservation of our national heritage and identity — is also well served by our support of the NAAA. Sport, as we know, is one of the greatest uniting factors, which reminds us all who we really are beyond the boundaries of class and creed: we are Trinidadians and Tobagonians, and heirs to an internationally recognized patrimony of sporting excellence.

You may have noticed that many of our projects are focused on youth development, for obvious reasons. The energy of youth is well channelled into sport. Its effect on morale, self-esteem, and even a decline in gang activity, violence and petty crime, is well documented. It is this particular effect, more than any other that has satisfied NGC that our efforts are well worth it.

On behalf of NGC, I congratulate the members of the NAAAs on their achievements so far, and we look forward to working with you in the future.

Given the far-reaching effects that this partnership can have on the local sporting arena, it only remains for me to encourage the members of the media to ensure that they do justice to the upcoming events in which the members of the NAAAs are involved, as we spread the good word to the national community.

Thank you all for coming, and please enjoy the rest of the morning.