MEDIA RELEASE

FOR IMMEDIATE RELEASE:

Stakeholders Rally Behind MBJ Charity Run Raising Record $22 Million

MONTEGO BAY, JAMAICA – 08 November 2024:

The recent fourth annual MBJ Charity Run has set a new fundraising record of $22 million for education and community development in Western Jamaica. This achievement is a testament to the growing support and commitment from various stakeholders, including corporate sponsors and government officials.

Shane Munroe, Chief Executive Officer of MBJ Airports Limited, emphasized the event's primary purpose: "It's a charity event, a fundraiser focused on education. There's a lot of need in the community, specifically across Western Jamaica, and this event allows us to support students at various academic levels. One hundred per cent of these proceeds are going back to the community. We will be providing students with academic scholarships, and we will also be investing in some community development."

Marking their 50th anniversary, the Airports Authority of Jamaica (AAJ) was the title sponsor for the calendar event. Audley Deidrick, President and CEO of the AAJ, highlighted their commitment: "This year was even more special because it's our anniversary. We came on board not just as participants but also as title sponsors as this is one of the ways in which we interact with the wider environment and communities that our airports serve."

Deidrick further underscored their long-term commitment, stating, "I am putting it out there from now that this is a permanent position that we are holding. We know the importance of education in our country, not just for economic development but we have a scourge of crime, and we believe that education is one of the routes to rescue Jamaica from that scourge."

Corporate sponsors also played a crucial role in the event's success. Club Mobay, a long-standing supporter, brought about 60 team members to participate. Tanya Beckford, CEO of Club Mobay, stressed the importance of giving back: "Our communities need us. We are benefitting from their support, whether as workers or travellers. So, it's always good to give back, and we need to keep this going."

First-time sponsor, Elite Concepts and Solutions (ECS), also bought into the vision of supporting a worthy cause. "We always like to support great initiatives, and this is a special one for us. It's a charity event that supports education and will have wide-reaching impact," shared Steffan-Chad Haughton, Marketing and Digital Services Manager.

His Worship, Mayor Richard Vernon of Montego Bay and the St. James Municipal Corporation were also out to support and participate in the event. "I'm out here for three purposes. First, for charity - we're contributing all the proceeds to education, and I'm a big supporter of education. The second one is fitness.

I believe that we should live well and exercise as often as possible and this event allows us to get a good workout in. And the third one is the competition. I like to compete, and I'm looking forward to seeing my run-time," he stated.

Vernon further outlined the benefits of the run to the city of Montego Bay. "It also helps to bridge the gaps that are lacking where public funding is concerned. Many times, we have these public fundings available, but it's not reaching certain persons and sometimes it's not enough. So, it's good when Montego Bay and Corporate Jamaica can come together for events like this for persons who are in need."

Munroe expressed his appreciation to the organizing team, sponsors, volunteers and participants. "It takes a lot to pull off this event and each year it is bigger and better," he said. Over 2,300 persons participated in the Run/Walk event which had 87 sponsors. MBJ will be awarding the grants to 150 students directly and announcing the 6 community development projects/schools to benefit in a ceremony on November 19, 2024.

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Photo Captions:

CEOs with Nigy Boy:
L-R: Shane Munroe, CEO of MBJ Airports Limited, dancehall artiste Nigy Boy and Audley Deidrick, President and CEO of the AAJ are united in supporting the annual Charity Run.

Tanya Beckford - CEO, Club Mobay:
Tanya Beckford - CEO, Club Mobay gives a thumbs up after completing the Charity Run.

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Steffan-Chad Haughton, Marketing and Digital Services Manager, ECS:
Steffan-Chad Haughton, Marketing and Digital Services Manager, ECS (2nd left) pauses for a quick photo op with members of his Elite Concepts and Solutions Team.

His Worship, Mayor Richard Vernon - St. James Municipal Corporation:
His Worship, Mayor Richard Vernon - St. James Municipal Corporation proudly displays his medal after completing the Charity Run.

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About Sangster International Airport:
Sangster International Airport (IATA: MBJ, ICAO: MKJS) is an international Airport located 3 mi (4.8 km) east of Montego Bay, Jamaica. The Airport is capable of handling nine million passengers per year. It serves as the most popular Airport for tourists visiting the north coast of Jamaica. The Airport is named after former Jamaican Prime Minister Sir Donald Sangster.

About MBJ Airports:
MBJ Airports Limited, the operator of Sangster International Airport, connects Jamaica to more than 60 international destinations. A record 5.267m passengers used the Airport in 2023. MBJ operates SIA under a 30-year concession awarded in 2003 and the Airport provides employment to more than 7,500 persons. SIA has been named the Caribbean's Leading Airport by World Travel Awards for 17 years.