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*Gender Equality and A Life Free of Violence for All*

## Press release

11<sup>th</sup> November, 2009

**Contact:** esrfoundation@gmail.com

For immediate release

### Community Leaders Join Forces with Estella's Foundation

On Saturday 10<sup>th</sup> October, the Estella Scott-Roberts Foundation held a launch event for its new public education and awareness campaign entitled, 'Be the Change'.

A very special piece of poster artwork was unveiled, featuring people from the local community, many of whom are volunteers or supporters of the foundation. In the poster, people are depicted using tools, reflecting the concept of working together towards change. The poster was applauded as a great symbol of the work, cooperation and volunteerism that is needed to change our lives and communities for the better.

Individuals featured in the poster include: Clifton Gayle, Andrea Bryan, Cindy Blekaitis, Tammy Ebanks Bishop, Dax Basdeo, Len Layman, Novelette Ebanks, Lynne Byles, Luke Byles, Rayle Roberts, Nya Roberts, Annie Multon, Hylton Grace, Shari Walton, Seiji Groome, Melanie McLaughlin, Vaughan Carter, Victor Crumbley, Anthony Ritch, Hon. Juliana O'Connor-Conolly, Anthony Eden, Rashaad Powery, and Joannah Small,

The poster's theme was borrowed from Mahatma Gandhi's famous quote, 'Be the change you want to see in the world.' Rayle Roberts, Estella's husband and Chair of the Foundation said, "This theme is very appropriate for Estella's vision of Cayman that included gender equality and a life free of violence for us all. This foundation was formed last October to carry on Estella's legacy of helping to end domestic abuse, and over the last year so many people have stepped up to contribute to this cause by offering their time, talent, and financial support. I am very grateful for their commitment to this cause."

**The Board of Directors**  
Rayle Roberts, Chairman

Andrea Bryan, MBE, JP  
Marilyn Conolly  
Novelette Ebanks

Sara Collins  
Tammy Ebanks Bishop  
Melanie McLaughlin



The photo shoot was organized by the ESRF and conducted by professional photographer Chuck Bishop of A Thousand Words Photography, who donated his time for the cause.

Melanie McLaughlin, Director of the ESRF, who was in the photo line up said, “There was a great feeling on the day. Everyone had a lot of fun taking part in the photo shoot and there was a strong sense of purpose about everyone coming together to support such a worthwhile cause.”

The photos took place in the main hall at Trinity Square, which was kindly donated by Mr. and Mrs. William Peguero. The design for the poster was donated by Tower Marketing. Cayman Free Press Commercial Print donated the printing of the poster as well as a series of half page advertising spaces in the Caymanian Compass, for which the poster was adapted.

In addition to the ‘Be the Change’ posters, which have been distributed to various locations throughout the Cayman Islands, other tools being used for the campaign are t-shirts and brown ESRF pins. The foundation also plans to release public service announcements in the very near future that build on the ‘Be the Change’ campaign. Tammy Ebanks Bishop, Secretary of the ESRF, added, “On behalf of the foundation, I would like to thank everyone that has contributed to the ‘Be the Change’ project and who are helping to keep the legacy of Estella Scott-Roberts alive and strong through the work of the foundation. We are confident that together we can make a real difference in our society.”

For more information or to see the new poster please visit: [www.esrfoundation.org.ky](http://www.esrfoundation.org.ky)

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### **About the Estella Scott-Roberts Foundation**

Following the tragic death of Estella Scott-Roberts in 2008, the Foundation bearing her name was formed on 31st October that year. Rayle Roberts, Estella’s husband, envisioned the Foundation as a vehicle that would continue to raise awareness about



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the social issues that his wife had been so passionately involved in tackling, such as domestic violence and abuse. The objectives of the Foundation are to advocate for a life free of violence; to carry out activities to facilitate the empowerment of women and girls; to support policies and research projects that further the aim of gender equality; and to advance progress in dealing with social issues affecting women. The Estella Scott-Roberts Foundation is a non-profit company licensed in the Cayman Islands. For more information visit [www.esrfoundation.org.ky](http://www.esrfoundation.org.ky).

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