

## **CEO TALKING POINTS**

### **STEVEN GARDINER ENDORSEMENT**

#### **SALUTATIONS**

- The Honourable Mario Bowleg, Minister of Youth, Sports and Culture, and other Ministry officials
- Romell Knowles, President of The Bahamas Olympic Committee and other Executive Team Members
- Coach Anthony Williams
- Mr. and Mrs. Gardiner
- Mrs. Juanita Bryan – Steven’s manager
- Members of the BTC Senior Leadership Team
- Members of the media and other invited guests, our store patrons, the entire BTC team at the Mall at Marathon
- The man of the hour, Sir Speedy Stevie Gardiner
- We are so happy to have you all with us this morning

#### **OFFICIAL ANNOUNCEMENT**

- Today is a very proud moment for our company as we announce this important endorsement of not only an amazing athlete, but an incredible person. October 5<sup>th</sup> marks exactly two months since Steven crossed the finish line first, making history as the first Bahamian man to win an individual men’s event at the Olympics, bringing home the gold in the 400m, and heralding the first Gold Medal for the Bahamas at the 2020 Olympics.
- Today, BTC is proud to announce that we have entered into a \$100,000.00 endorsement deal with Steven Gardiner as a brand ambassador for BTC’s elevated super-fast fiber internet product. This sponsorship is the

culmination of discussions that started the minute Steven crossed the finish line and made our country proud.

- I remember like it was yesterday, as I and perhaps the entire world waited with great anticipation as we watched Stevie's every stride around the track and his execution of a winning strategy.
- In less than one minute, 43.85 seconds to be precise, he made our country proud
- I am sure every Bahamian household remembers the screams of joy and social media exploding with '242' pride and to see one of our Bahamian son's take the gold.
- This win came at such an important time for us as a country still grappling with the effects of a global pandemic and the recovery of Dorian.
- His victory rejuvenated and revived us all, he was, and is, every Bahamian's hero. As a company we knew that BTC's partnership with this very special athlete was aligned with the elevation of BTC to the next level as the premier Telecommunications provider for all of the Bahamas.
- A few weeks ago, we had the opportunity to have dinner together and I have to say that Steven is one of the most humble and gracious young men I have ever met.
- Given his incredible accomplishment, his stardom has not changed him, there are no airs about him. He is that Bahamian son, hailing from Abaco, who grew into a man that worked hard to achieve greatness, and loves his country as the best place on earth, and loves to be home.
- As people continuously recognized him for the superstar he is, and his extraordinary accomplishment that us normal people will never even get close to replicating, he received it with his kind smile and grateful humility. He showed he is still one of us, a Bahamian who loves and appreciates the simple things in life, family, friends, home, and being with his people.

- Stevie's journey is very similar to BTC's and it ultimately represents everything that we are as a company in serving and connecting our communities.
- He was the first Gold Medalist of the 2020 Olympics, BTC is the first Telecom provider for all the Bahamas. As he elevated his race, BTC has continuously elevated telecommunications in the Bahamas as we have with the first all FTTH network being rolled out throughout our archipelago and providing the greatest speeds and value to the people of the Bahamas.
- We both embrace the traits of hard work, dedication and perseverance, striving to be the greatest at what we do every day. At BTC we have been connecting communities and families across our archipelago for the past 100 years, and we will be for a hundred more. That is our ethos.
- We are happy to have Speedy Stevie join the BTC family as an ambassador for our elevated super-fast internet which like him, just keeps getting better and better.
- When it comes to our internet services, we all need speed and performance that we can rely on, and a network that will go the extra mile, no matter where it is in our country. So whether you are in Duncan Town Ragged Island, Grand Cay, or Moore's Islands, our network is there for the Bahamian people.
- Just like Stevie, BTC is always giving its all to elevate our performance for all Bahamians and that is why we are continuing our massive upgrades not just throughout Stevie's hometown of Abaco, but across every island, rock and cay in The Bahamas, elevating our network and elevating the lives of Bahamians
- BTC is proud to humbly continue to serve the Bahamian public as we provide the best fiber to the home solutions, at the best rate, no debate
- And just like BTC, Steven couldn't have done it alone
- So, today, we are proud to have his immediate support system with us

- His parents, his coach and pastor and his manager, the Bahamas Olympic Committee and the Bahamas Government. It truly takes a village to raise an Olympian
- Stevie you're now family, you're now joining a dynasty of other professional athletes that BTC has endorsed and supported over the years including Shaunae Miller-Uibo, The Golden Knights, The Golden Girls, Arianna Vanderpool-Wallace and Tonique Williams – Darling. You have not only earned your place as the greatest in the 400m, but the latest in a legacy of athletes BTC has supported in their journey onward.
- As a company, BTC believes that when we collaborate, we all win, especially our customers and our communities
- And this is why we've invested millions of dollars in a cadre of youth, sports and cultural initiatives over the years as we've helped many Bahamians to realize their dreams
- We've seen the fruits of our investments from past sponsorships of CARIFTA, High School Nationals, The Basketball Federation, Flag Football, the IAAF World Relays, Junkanoo, Carnival, our Regattas and the list just keeps going on and on, this is BTC country, and investing in our people is our ethos.
- We are grateful to serve in many ways and have given back in many ways. Earlier this year, we held a massive grocery distribution effort in New Providence, Grand Bahama, Eleuthera, Exuma and a number of other family islands to assist our brothers and sisters in need within our communities. Most recently we assisted the children affected by the recent Jenny Street fire get ready for back to school.
- And we continue on that charge, I'm so happy to say that today, right after this press conference, Stevie will join us as we visit the Claridge Park, Freetown, Bain Town, and Englerston to deliver 400 bags of groceries to residents in honor of Stevie's win and his endorsement deal today
- I am beaming with BTC and Bahamian pride
- Stevie, welcome to the BTC family!