

VCB at heart of World Dignity Day celebrations in Jamaica

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IRWIN, St James — Following its successful but low keyed launch in Montego Bay last year, World Dignity Day celebrations will be expanded to include several other schools in the St James area later this month.

World and double Olympic Games 200m champion Veronica Campbell Brown, who is an ambassador for the celebration, announced on Wednesday at Irwin High that a number of other schools, including Irwin High, would be included when the event is observed on October 20.

World and double Olympic Games 200m champion Veronica Campbell Brown (right) poses with Pattrina James, the first recipient of the Veronica Campbell Brown Foundation scholarship at the school on Wednesday. (Photo: Paul Reid)

Campbell Brown was at the school to announce 13-year-old Pattrina James as the first recipient of the Veronica Campbell Brown Foundation scholarship.

James, who plays netball, is one of four young ladies who have been selected after an exhaustive search by the board of the Foundation to receive scholarships through their high school years.

Young ladies from Vere Technical, Troy High and St Andrew Technical High are also to be named.

Meanwhile, in addition to Herbert Morrison Technical, other schools from the area, including Mt Alvernia High, Cornwall College, Spot Valley High and Montego Bay High will be a part of the observance.

World Dignity Day was co-founded by His Royal Highness Crown Prince Haakon Magnus of Norway, philosopher and professor at the Helsinki Institute of Technology Pekka Himanen and

US philanthropic entrepreneur John Hope Bryant. Other noted directors are Richard Branson of Virgin Atlantic Airways and Bishop Desmond Tutu of South Africa.

According to the website, the principles of Dignity Day "are based on both ethics and enlightened self-interest".