

June 8th, 2020

HSBC celebrates the Bermudian spirit

HSBC Bermuda announces a joint “Local Heroes” and “Shop Bermuda” campaign initiative, designed to celebrate the spirit of Bermuda by providing support to our people and local businesses.

The campaign’s primary focus is to give the public the opportunity to shine a spotlight on individuals in Bermuda who best exemplify what they consider to be COVID-19 heroes because of their actions during these extraordinary times. The nomination can include but is not limited to carers, parents, employees, and essential workers. Nominations will be accepted until Thursday, June 11th when a selection committee will pick the top three nominations to profile on HSBC’s social media platforms. To learn more about how to nominate a COVID-19 Hero visit the HSBC website [here](#).

Head of Wealth and Personal Banking, Tanya Bule shared: “In addition, the Shop Bermuda portion of the campaign is aimed at supporting local retailers by encouraging HSBC Bermuda customers to shop locally. Until Sunday, July 12th, the Bank’s customers, who make online or in store local purchases, will be entered into a weekly draw for the chance to receive one or more of the 300 gift certificates to local grocery stores, beauty salons, utilities and hardware stores.

“HSBC is invested in supporting the local economy and we are delighted to provide these two exciting opportunities for residents to be recognized for supporting and giving back to Bermuda.”

More details on Shop Bermuda and the Terms and Conditions can be found [online](#).

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Media enquiries to:

Angela Cotterill (441) 299 6956 angela.cotterill@hsbc.bm

Notes to editors:

1. HSBC Holdings plc

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