



## FINAL NEWS RELEASE

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### **New Sure directory featuring budding artist's cover design available to islanders**

The 2021/22 Sure directory has been printed and is available to collect by residents of the Bailiwick. On its cover is a picture designed by fourteen-year-old Lara Stanford, a student at Blanchelande College.

Lara was the winner of Sure's Design the Cover competition in August last year. She was one of 150 entrants and won £500 for her school to spend on sports and arts equipment. Her design depicts a map of Guernsey surrounded by islanders taking part in a range of sports, including karate, cycling, and swimming. It comes as Sure prepares for the 2023 NatWest Island Games as the event's official technology partner.

The new directory contains a new feature called 'Island Pages'. This is dedicated to promoting businesses in Alderney, Sark and Herm, making it easier than ever to seek out a number or address from islands around the Bailiwick.

Islanders are now able to find businesses and service solutions, while also accessing phone numbers and addresses from around the Bailiwick with an up-to-date directory with exciting new features. This year's directory is more user-friendly thanks to its 'stepped navigation' design, which makes finding specific names and numbers much easier.

Mike Fawkner-Corbett, Head of Consumer at Sure, said: "The Sure directory is an invaluable resource for islanders, and we're pleased to offer this versatile and exciting edition. The icing on the cake is of course Lara's fantastic design, which encapsulates how passionate we are about local sport as we look towards our partnership with the 2023 NatWest Island Games. We hope the new directory provides our community with another way to connect with each other."

Lara said: "I'm so excited that my design will be seen by so many people. It's really exciting and has made me more confident about my abilities as an artist. Both art and sport are a big part of my life, so I wanted to create a design that reflects that."

The new directory is available for collection at the Sure high street store, local businesses, and supermarkets.

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Notes to editors:

## **About Sure**

[www.sure.com](http://www.sure.com)

Twitter: <https://twitter.com/SureGuernsey?lang=en>

Facebook: <https://www.facebook.com/SureGsy/>

LinkedIn: <https://www.linkedin.com/company/surebusiness>

Headquartered in Guernsey, Sure provides telecommunications and related services across the Channel Islands, the Isle of Man and in the British Overseas Territories of Ascension, Falklands, Saint Helena and Diego Garcia.

Sure provides fixed voice, mobile, broadband and Cloud services in the Channel Islands and Isle of Man. In the British Overseas Territories, Sure operates under exclusive licences with full-feature networks delivering voice, broadband data services and, in certain markets, TV. The corporate division of the business, Sure International, specialises in offshore connectivity, enabling those companies that operate in the islands to reliably and efficiently connect and transact with their global partners.

Sure's approach to business is based on its values of simplicity, trust, one team and customer-driven. The last of these values has resulted in annual multi-million-pound investments to provide customers with the best and latest services to meet their needs.

Sure is a member of the Batelco Group, a leading telecommunications provider to 13 markets spanning the Middle East & Northern Africa, Europe and the South Atlantic and Indian Ocean.