

News Release



For Immediate Release

## CIBC FIRSTCARIBBEAN SEEKING COVID-19 UNSUNG HEROES ACROSS THE REGION

**Bridgetown, Barbados, 31, July 2020** - Communities across the region have a unique opportunity to hail those special heroes, who in the darkest moments of the Covid-19 crisis, shone brightest.

Regional bank CIBC FirstCaribbean today launched its **FirstCaribbean Unsung Frontline Heroes** initiative aimed at giving persons the opportunity to nominate essential workers and persons from their communities who put service above self and reached out to others in a variety of ways during the Covid-19 crisis.

“We have been awed and humbled by the many stories of heroism and selflessness displayed across so many villages and towns, as medical professionals and little children with piggy banks, all rallied to help and to give to those impacted by the pandemic,” said Chief Executive Officer of CIBC FirstCaribbean and Chair of the FirstCaribbean ComTrust Foundation Colette Delaney.

She noted that the **FirstCaribbean Unsung Frontline Heroes Awards** was an initiative of the FirstCaribbean ComTrust Foundation aimed at recognizing the outstanding work of individuals across the region who have been at the forefront of the Covid-19 pandemic fight.

To be nominated persons must be resident in any the 16 territories where the CIBC FirstCaribbean operates and have worked, volunteered or been involved in any of the award categories listed below:

- Medical personnel
- The Protective Services
- Community Heroes (individuals who by their courageous acts, strength and self-sacrifice in the service of a community, have made a difference to those persons impacted).

To nominate a candidate for an award persons must log on to our website <https://www.cibcfib.com/about-us/community-relations/unsung-frontline-heroes> or social media channels or click [here](#) and complete the nomination form. Provide information on the nominee and upload a photo of them. Persons can make multiple nominations but can only nominate a candidate/s who resides in their country of residence.

The nomination period runs from 1-15 August 2020 and winners will be announced in September 2020. Winners will receive an E-Check for US\$2,000 toward a staycation at a local hotel of their choice.

FirstCaribbean has previously highlighted many hidden treasures in our communities who have made a difference in the lives of persons they have helped or touched in some way through its flagship Unsung Heroes programme, which concluded in 2013.

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## **About CIBC FirstCaribbean**

CIBC FirstCaribbean is a relationship bank offering a full range of market leading financial services through our Corporate and Investment Banking, Retail and Business Banking and Wealth Management segments. We are located in sixteen (16) countries around the Caribbean, providing the banking services that fit our customers' lives through approximately 3,000 employees in 68 branches and offices. We are one of the largest regionally listed financial services institutions in the English and Dutch speaking Caribbean, with over US\$11 billion in assets and market capitalization of US \$2 billion. We also have an office in Hong Kong. The face of banking is changing throughout the world and CIBC FirstCaribbean intends to lead these changes with the expertise, integrity and knowledge gained from banking in the Caribbean since 1836.

CIBC FirstCaribbean is a member of the CIBC Group. CIBC is a leading Canadian-based global financial institution with 11 million personal banking and business clients. Through our three major business units - Retail and Business Banking, Wealth Management and Capital Markets - CIBC offers a full range of products and services through its comprehensive electronic banking network, branches and offices across Canada with offices in the United States and around the world.

For more information about CIBC FirstCaribbean, visit [www.cibcfib.com](http://www.cibcfib.com), [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) or [YouTube](#).

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