

News Release



For Immediate Release

CIBC FIRSTCARIBBEAN'S WALK FOR THE CURE GOES VIRTUAL IN ITS NINTH YEAR

Bridgetown, Barbados, 21, August 2020 - The region's largest cancer fundraiser, CIBC FirstCaribbean's Walk for the Cure, is going virtual this year and hoping to attract even more numbers.

"The COVID-19 pandemic has upended the world and caused us to find new and innovative ways of doing things and Walk for the Cure 2020, while staying true to its mandate of raising cancer awareness in the region and supporting cancer care and education organisations, will definitely be walking a new route this year. A virtual one!" said executive co-chair of the walk and Managing Director, Retail and Business Banking, Mark St. Hill

He noted that plans are already being rolled out across the region for the virtual event, which will see the usual fundraising and pre-walk activities in each territory taking place online and via social media, before culminating with a Regional Virtual Walk and Concert of Hope featuring leading entertainers from across the region, on October 4th.

Executive co-chair and the bank's Managing Director, Wealth Management Dan Wright said the new format would allow for "thousands more across the region and in the diaspora to participate and offer their support to this very worthy cause".

Mr. Wright noted while no fundraising target will be set or the usual tiers of sponsorship offered, he was still very hopeful that the cancer support and care organisations that benefit from the walk will still receive significant support from businesses and the public.

"We are keenly aware of the adverse financial effects felt by virtually all businesses as a result of Covid-19. We thank our many corporate partners, many of whom have been with us from the inception, for their support over the years and we are hopeful of their support this year, even if at a reduced level", he noted.

This is the ninth year for the walk which takes place across the bank's 16-member footprint and has raised over USD\$2.7 million over the past eight years.

The funds generated from the walk are used primarily to assist with the purchase and maintenance of equipment used in the diagnosis and treatment of cancer patients.

They are also used to provide assistance, care and counselling to patients and their families as well as to raise awareness, and stress the importance of early detection, through education campaigns across the region.

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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, [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) or [YouTube](#).

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