

News Release-
For Immediate Release



\$10,000 CIBC FIRSTCARIBBEAN DONATION RINGS IN THE SALVATION ARMY CHRISTMAS KETTLE DRIVE

Nassau, Bahamas, (9 December 2021) - 'Tis the season for bell ringing and red kettles in the malls as The Salvation Army kicked off their Christmas fund-raising drive.

And reminding us that, “when you give unto the poor, you lend unto the Lord,” Minister of State for Social Services and Urban Development Lisa Rahming, encouraged the public to participate in this year’s Salvation Army Christmas Kettle Drive.,

Presenting a \$10,000 cheque toward The Salvation Army’s \$200,000 goal, CIBC FirstCaribbean Managing Director Dr. Jacqui Bend along with Minister Rahming, Major Roodolph Meo and Mr. Felix Stubbs of The Salvation Army, recently joined other special guests to mark the start of this year’s fund-raising Kettle Drive.

Last year, The Salvation Army and CIBC FirstCaribbean teamed up to ‘Rescue Christmas’, and provided help and hope for those in the community who are most vulnerable. This year, under the theme ‘Hope Marches On’, the Red Kettle Campaign will focus on assisting those in need during the Christmas season especially.

Mr. Felix Stubbs, Chairman of The Salvation Army’s Advisory Board, said, “We know the need is real, and we know that there are hurting Bahamians and residents out there.”

He underscored CIBC FirstCaribbean’s continued support toward the non-profit organization’s efforts and said The Salvation Army is looking forward to a long relationship.

For over a decade, participating in The Salvation Army’s Christmas initiatives has been a highlight for the CIBC FirstCaribbean team. Whether helping to prepare and serve hot Christmas meals to the elderly, packaging and distributing food parcels to those in need or ringing the iconic bells during the Annual Red Kettle Bell Drive, CIBC FirstCaribbean is committed to doing its part year after year.

Dr. Jacqui Bend encouraged colleagues in corporate Bahamas and members of the public to join CIBC FirstCaribbean in donating to The Salvation Army this Christmas season.

“Together we can exceed their goal of \$200K. We know that the majority of this organization’s fundraising happens at Christmas time, but the funds raised during this period do not only support holiday programs. All of the generous donations during the annual Kettle Drives also help the Salvation Army provide much needed assistance to those who need it most all year round,” she said.

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Photo Captions



Dr. Jacqui Bend makes the first donation toward The Salvation Army's Christmas Kettle Drive on behalf of CIBC FirstCaribbean. The bank generously donated \$10,000. Photo Credit: ashley@serenawilliams-pr.com



Divisional Commander Major Roodolph Meo and CIBC FirstCaribbean's Managing Director Dr. Jacqui Bend ring in The Salvation Army's Annual Red Kettle Bell Drive. Photo Credit: ashley@serenawilliams-pr.com



L-R: Mr. Felix Stubbs, Chairman, The Salvation Army Advisory Board; Ms. Judy Munroe, Emeritus Life Advisory Board Chairman, The Salvation Army; Dr. Jacqui Bend, Managing Director, CIBC FirstCaribbean; Major Roodolph Meo, Divisional Commander, The Salvation Army; Captain Marc-Eddy Momplaisir, Divisional Secretary, The Salvation Army; Major Aldene Meo, Divisional Director of Women's Ministries, The Salvation Army; Major Carol Roberts, Divisional Secretary of Women's Ministries, The Salvation Army. Photo Credit: ashley@serenawilliams-pr.com

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.

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