

NATIVE CARIBBEAN JOINS CIBC FIRSTCARIBBEAN IN FIGHT AGAINST CANCER

Bridgetown, Barbados 13th October 2021. “Time to use your hands and make a dollar!”

That was the advice that was given to Tamara Gibson by her grandmother, advice which she has followed and is now reaping the benefits by owning her business, which is about to be expanded, due in no small measure to her philosophy that has become her brand promise ‘Harnessing the power of the business for a good cause.’

This was recently revealed at the presentation of some specially crafted candles to raise money for the fundraising drive for Walk for the Cure 2021. Though there was no walk due to the recent upsurge in Covid cases on the island, the fundraising continued because as Managing Director of CIBC FirstCaribbean Barbados OpCo, Donna Wellington recently stated, ‘Covid may have stopped us from walking and doing a lot of things, but it has not stopped cancer from taking the lives of our men and women.’

Hope and Peace are the titles given to the two specially crafted candles which will be sold during the month of October and proceeds will go towards the Walk for the Cure fund of which the Breast Screening Programme of the Barbados Cancer Society is the recipient. Chief Chandler and Owner of Native Caribbean Ltd explained that the Hope candle scent is a light nautical woodsy scent that serves to ground the energy and calm the emotions. That scent emanates from the oud wood that comes from the Agar tree. On the other hand, the Peace Candle is a proprietary scent which is one of the bestselling scents at Native Caribbean. It has sweet, sunny, peachy notes as well as green floral notes.

Walk Manager at CIBC FirstCaribbean, Shakida Grant confirmed that the staff had gravitated to the fragrance of the Hope candle and heartily supported the effort with the result, that the first set of candles allotted for staff was oversubscribed and a new batch had to be prepared. She also added that following the day that would normally be designated Walk Day - October 3rd this year, donations were coming into the account from persons who walked in their communities and then donated to the cause.

Another fundraiser this month is the Fight Campaign which encourages social media enthusiasts to take a stance in the ‘fight’ position, post it on social media and donate to the cause. The fight campaign encourages awareness of the fight against breast cancer.

Native Caribbean Ltd, which also made a donation of \$1,000 to the Walk for the Cure Fund, is located at Pelican Craft Centre and specialises in candles and wax products with scents that are reminiscent of some aspect of Barbadian culture. Its signature scents and names bring memories of Barbados such as East Coast Road, Burn Mr. Harding, Tobacco and Sugar Cane, Lemon Grass and Brown Rum. The motivation to start the business came from her grandmother who encouraged her to get into business but unfortunately passed 3 months before the store was opened. So, Tamara has dedicated all of the scents to honour her.

These candles for the Walk for the Cure fund are available in 3.2 oz size but Native Caribbean also carries a regular 6 oz and a giant sized 16 oz with 3 wicks as well as Wax Tarts and Reed Diffusers for people who are looking for a flameless option. They can also handle customised orders for business, gifts and gift boxes.

Native Caribbean will open its new retail outlet in Pelican Craft Centre on Saturday October 23rd when the candles will be available to the public for purchase.

-ENDS-



WFTC Candle 2: Tamara Gibson (left) Chief Chandler and Owner of Native Caribbean hands over the cheque to Walk Manager Shakida Grant.



In our photo: WFTC candles 1: Tamara Gibson (left) Chief Chandler and Owner of Native Caribbean explains some of the ingredients in the candle to Shakida Grant

About CIBC FirstCaribbean

CIBC FirstCaribbean is a leading financial institution operating throughout the English and Dutch-speaking Caribbean with a strong balance sheet and regionally-leading digital banking capabilities. CIBC FirstCaribbean's team, extensive branch network, ongoing investments in technology and unwavering client focus are competitive differentiators that enable it to maintain its leadership in the Caribbean banking sector.

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