

News Release



For Immediate Release

CIBC FIRSTCARIBBEAN 10TH ANNIVERSARY WALK FOR THE CURE RESONATES WITH COMMUNITY

Tortola, British Virgin Islands, October 12, 2021 - The 10th anniversary CIBC FirstCaribbean Walk for the Cure held in collaboration with the BVI Cancer Society on Saturday, October 9, 2021 resonated with the community with approximately 200 participants joining in the fund raiser event.

The 5-mile roundtrip walk from the bank's car park in Road Town to the well in Sea Cow's Bay was one of the best attended walks with approximately 200 persons of all ages registered. Following protocols set out by the Ministry of Health, participants were required to sanitise before coming into contact with others or touching common utensils, were socially distanced and wore masks when within close proximity to others outside of their bubble. Walkers set off at 5:30am and were provided with a light breakfast-to-go courtesy of the BVI Cancer Society.

"The Walk for the Cure this year has seen overwhelming support from the community," said Fabian Devonish, Branch Manager, Retail, Platinum and Business Banking, CIBC FirstCaribbean. "The cause received generous sponsorships from the business sector and higher than normal pre-walk registrations from families and individuals. This rewarding outcome may have to do in part with the effort that we put into the supplementary events in the lead up to the walk. Our intent is to build on this year's success so that we can draw even bigger numbers into supporting the BVI Cancer Society's work with patients, survivors, care givers and families."

Taking a fresh approach to the Walk for the Cure in the BVI, the 2021 campaign included a series of community events and activities designed to raise the profile of the initiative and support the cause beyond the funds secured through corporate sponsorship. Despite the restrictions and uncertainties imposed by the regulations and mandates to control the spread of COVID-19, the bank successfully hosted two major precursors to the walk.

A Men in Pink fundraiser on Saturday, June 19 served to launch the campaign and countdown to the walk. The family-oriented day in the park included games, food and drink as well as remarks by survivors.

On Saturday, September 25, the bank hosted the Hunt for the Cure - a car rally fundraising treasure hunt which saw 16 cars participate on a fun adventure around Tortola. Participants registered as teams of 2, 3 or 4 persons and received a \$25 Sol fuel voucher on the day. Teams were automatically entered into categories where they were eligible to win prizes including a Necker Island & Wildlife Tour by Gumption (won by Team BCQS) a Clear Glass Bottom Boat Reef Tour by Gumption (won by Team P Squared) and a Day Boat Trip by (won by Team Double S). Special category prizes were also awarded for the best thematically decorated vehicle (Team Red Cross), best-dressed team (Mrs. Julia Dawson's Clowns for the Cure) and best "Message of Hope for the Cure" (O'Neal Webster Avengers).

Winners of a raffle complementing the fundraising efforts of the walk, will be drawn and announced in the coming week.

"CIBC FirstCaribbean seems to outdo itself with each year of the Walk for the Cure," said Ms. Gloria Fahie, President of the BVI Cancer Society. "We have built a solid collaborative foundation with the bank over the years and this certainly helps with fundraising outreach to the private sector and in encouraging community participation in events. This year was bittersweet for me to see so many

familiar faces at the walk - many who are survivors and their families as well as those whom we have seen suffer through the loss of loved ones. It is a reminder of why it is so important to keep pushing hard - and not just for the month of October but throughout the year. On behalf of the BVI Cancer Society, thank you to the bank and to all the walk sponsors and supporters whose contributions enable us to continue to do what we do."

Corporate sponsorship this year yielded record results with over 24 supporters in cash and in kind including Diamond sponsor, Tradewinds, Gold sponsors O'Neal Webster, Harneys, Walkers, Silver sponsors EMC (Engineering Management Construction), Coraisle Insurance (BVI) Ltd, Top Priority Security, Carey Olsen, BCQS International and Island Sun Newspaper, Bronze sponsors Conyers, JOMA Properties Ltd, FLR Enterprises, Coldwell Banker BVI, Flow, CCT BVI, Smiths Gore and Caribbean Insurers Ltd as well as supporters Sol, ZBVI, Caribbean Cellars and Evian.

The walk which began as part of the celebrations to mark the bank's 10th anniversary across its 16-member footprint has raised over USD\$2.9 million over the past nine years.

The funds generated from all the associated initiatives 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.

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