

**News Release
For Immediate Release**

CIBC FIRSTCARIBBEAN LAUNCHES 2022 WALK FOR THE CURE WITH MEN IN PINK FUNDRAISER

Tortola, British Virgin Islands, May 24, 2022 - The region's largest cancer fundraiser, CIBC FirstCaribbean's Walk for the Cure kicks off in the BVI with the second annual Men in Pink fund raiser for the BVI Cancer Society.

The event, which also will celebrate Father's Day, will take place on Saturday, June 18, 2022, at the Queen Elizabeth II Park, Tortola launching the countdown to the October walk.

Continuing its collaboration with the BVI Cancer Society, the bank will host a celebration of fathers and mentors filling the role of a father to raise funds for the fight against cancer.

"The Men in Pink is planned as a day of bringing together families and underscoring the importance of a father's role in a child's life while raising funds for a cause that is relevant to everyone," said Mr. Fabian Devonish, Branch Manager, Retail Platinum and Business Banking, CIBC FirstCaribbean and Walk for the Cure Manager.

"There's indisputable truth in the positive impact of an engaged father, or father figure, in a child's life which starts from infancy, and which continues through adult life in challenging times and times of celebration", he said.

"When a disease such as cancer strikes, the support network of a family becomes critical in coping with the emotional and physical challenges that come with it. We aim to fortify the foundation of "family" by celebrating fathers through shared, healthy activities and fun as we launch the 2022 Walk for the Cure campaign," he added.

CIBC FirstCaribbean and the BVI Cancer Society have set a target of \$50,000 for this year's Walk for the Cure campaigns.

"We are grateful for the sponsors that either are continuing their support or joining us for the first time in our efforts of raising funds for the BVI Cancer Society," said Devonish.

"Last year we raised \$35,000 making it the single largest ever donation received by the BVICS. As we track the incremental increase in funds raised since we first launched the Walk for the Cure in 2012, we are confident that we will make the new target with the generous support of the community," he said.

Speaking on behalf of the BVI Cancers Society, the charitable organisation's President, Ms. Gloria Fahie encouraged the public to join in the Men in Pink Father's Day celebration.

"The work of the BVI Cancer Society is focused on helping any individual and family that is dealing with cancer," said Ms. Fahie.

She added: "We need the funding to help with early detection - which is key to saving lives as well as financing medical interventions and the services and assistance we provide in tackling this disease in our community. The "community" is you so I encourage you to please support all the Walk for the Cure activities which in turn helps the BVICS to support the community."

The event will run from 10:00am - 4:00pm with music, food and drink for sale and paid activities for children and adults. Men in Pink is one of three fund raising precursors to the Walk for the Cure with a Hike for the Cure on Saturday, July 16, 2022, and a Hunt for the Cure car rally treasure hunt on Saturday, September 17, 2022. The Walk for the Cure will take place on Saturday, October 8, 2022.

The walk began as part of the celebrations to mark the bank's 10th anniversary in 2011 and takes place across its 15-member footprint. It has raised over USD\$3 million over the past ten 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.

Sponsors who have joined CIBC FirstCaribbean in the 2022 campaign so far include Tradewinds and Walkers as top level Diamond sponsors, Gold sponsor O'Neal Webster, Silver sponsors BCQS, Conyers, and Island Sun, and Bronze sponsors Capriccio di Mare, CCT, Coldwell Banker, Driftwood Spa, Premier Dental, Smiths Gore and Top Priority Security.

Businesses and organisations interested in supporting the 2022 Walk for the Cure in the BVI should contact Fabian Devonish by email at fabian.devonish@cibcfcb.com. The BVI Cancer Society can be contacted by email at Bvicancersociety@gmail.com or by telephone on (284) 499 0022

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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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Media contact:

Debra King, Director of Corporate Communications, CIBC FirstCaribbean, Barbados Head Office; telephone: 246 367 2248; fax: 246 421 7148 and email: debra.king@cibcfcb.com