

For Immediate Release

CIBC FIRSTCARIBBEAN SUPPORTS PATH TO OVER 500 MAMMOGRAM SCREENINGS WITH MAP

Nassau, Bahamas, 1 December 2022 - When still trying to recover from financial and physical losses due to reasons like unemployment and the ongoing impacts of Hurricane Dorian, a routine mammogram is not a priority for many women.

Mammogram Access Program (MAP) was recently supported by CIBC FirstCaribbean to ensure that this important checkup will be completed by six special groups despite any hardships they are facing. Women from East Grand Bahama were first on the receiving end of this assistance when 100 of them had screenings carried out by Doctors Hospital during the group's trip to New Providence last week.

The other special groups the bank's donation will support include 100 women in Abaco, 100 disabled women, 100 pensioners and 100 cancer survivors. There were 50 dialysis patients screened in October.

Nikeia Watson, MAP's President, underscored that inflation has a grave effect on how women spend their money and prioritizing health and the screening of their breasts specifically, which MAP refers to as 'lemons', is placed on hold.

"These initiatives are even more important now as we all carry the burden of inflation. Early detection is still the most powerful tool we have in the fight against breast cancer, so it is imperative that we provide avenues to ensure that early detection is achievable for all," she said.

MAP was conceived after Hurricane Dorian and birthed during the COVID-19 pandemic to increase the screening rates within Northern Bahamas. Its overall goal is to screen 2000 women in a calendar year. This will reset the screening rate to pre-Francis and Jeanne levels. Once this benchmark is accomplished, MAP intends to increase the rate by 10% over the preceding five years.

Ms. Watson added, "Over the last twenty years, the screening rates in this region have declined significantly. I started this organization because as a healthcare professional- a mammographer- I felt that more focus was needed in this area. Mammogram Access Program (MAP) envisions a Bahamas that is not listed among the top ten countries for high breast cancer mortality, and we are going to accomplish this through patient education and engagement and through service."

Nikia Christie, CIBC FirstCaribbean's Marketing Manager, echoed the importance of access to crucial healthcare screenings like mammograms.

"As MAP continues its work to support six special groups and counting, CIBC FirstCaribbean is happy to support their much-needed efforts.

"We know that this most recent initiative with 100 women from East Grand Bahama is only one of many of MAP's past and future milestones as they work unwaveringly for regular mammogram screenings, early cancer detection and a mortality rate decrease."

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Mammogram Access Program (MAP) was recently supported by CIBC FirstCaribbean to ensure that mammograms will be completed by six special groups and counting. Photo: Ashley Albury, Serena Williams Media and PR



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Supported by CIBC FirstCaribbean, Mammogram Access Program (MAP) has an overall goal to screen 2000 women in a calendar year.



Nikeia Watson, Mammogram Access Program's (MAP) President gives an informative presentation on the importance of women checking their “lemons”, which refers to regular health checks and mammogram screenings. The initiative is backed by CIBC FirstCaribbean.

About CIBC FirstCaribbean



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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 fifteen (15) countries around the Caribbean, providing the banking services through approximately 2,800 employees in 64 branches and offices. We are one of the largest regionally listed financial services institutions in the English and Dutch speaking Caribbean, with US\$13 billion in assets and market capitalization of US\$1.3 billion. We also have a representative office in Hong Kong that provides business development and relationship management for our fund administration. 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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