



## NEWS RELEASE

### For Immediate Release

#### BANK EMPLOYEES CLEAN UP SAM LORD CASTLE'S BEACH

**Bridgetown, Barbados, 21 September 2022.** - From as early as 6:30 a.m., last Saturday morning over sixty (60) employees of CIBC FirstCaribbean, their children and friends turned up on Sam Lord's Castle Beach, St. Philip, well gloved, armed with garbage bags and geared up to clean the beach.

Three hours later, the beach and seashore shone with natural beauty having been freed of hundreds of kilogrammes of ugly, unhygienic litter that either was brought by waves or was unceremoniously dumped by people using the beach area as a picnic spot.

When they left the beach, the specially installed skip for this cleanup had some 41 bags of garbage weighing 2356.71 kgs.

From a gas cylinder to a boat hull, pieces of metal, wood, and fishnets, as well as a car headlight, food containers, plastic bags and cutlery, bottle caps and beverage bottles were found among the debris that littered the 0.41 km of beach cleaned on Saturday.

The bank's effort which coincided with International Coastal Clean-up Day, which is observed annually on the third Saturday of September, was held under the coastal clean-up programme of the Caribbean Youth Environment Network Barbados Chapter.

The Chapter's National Coordinator, Shannon Weekes described the effort as extremely commendable, adding that it was a good choice to clean an easterly beach since such beaches do not receive a lot of attention and the number of bags of garbage collected affirmed the wisdom of that choice.

Noting the attitude of CIBC FirstCaribbean to the clean-up, she said she hoped the bank's participation would signal to other corporate entities the importance of becoming directly involved by bringing people to clean-up. She said ensuring that the environment was kept clean should not be seen solely as the responsibility of environmental organisations or people in the field but that of everyone, and that by coordinating clean-up efforts, corporate entities would also help to raise the level of responsibility among people.

It was not the first time CIBC FirstCaribbean was engaged in a coastal clean-up. The bank's Managing Director for Barbados and the Eastern Caribbean, Donna Wellington said protocols related to the COVID -19 pandemic had led the bank to temporarily remove the activity from its outreach agenda. "We, at FirstCaribbean, are very interested in making sure that we do our part to support environmental issues in Barbados and across the region", she said, pointing to the bank's involvement in the Blue Bond for Marine Conservation.

She explained that the bank, working with the Barbados Government, has completed a transaction for the bond which is backed by the Inter-American Development Bank and Nature Conservancy. She said

that CIBC was participating in half of that bond from which BBD 100M in interest savings would be used toward coastal and environmental matters over the next 15 years.

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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 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.

For more information about CIBC FirstCaribbean, visit [www.cibcfib.com](http://www.cibcfib.com) , [Facebook](#) , [Twitter](#) , [LinkedIn](#) , [Instagram](#) or [YouTube](#).

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Participants celebrating at the end of the successful beach clean-up