



For Immediate Release

### **Enthusiastic Return for WALK FOR THE CURE**

Nassau, Bahamas, October 5, 2022 -- “Not seen you since that time,” was the frequent greeting accompanied by hugs and laughter that rippled through an expanding sea of pink t-shirts in the 6:00 a.m. pre-dawn darkness.

This was the return of the much-missed, much appreciated CIBC FirstCaribbean’s Walk for the Cure, the annual fundraiser that supports cancer patients throughout The Bahamas.

The event was held simultaneously on New Providence, Grand Bahama, Abaco and Eleuthera and throughout the region that CIBC FirstCaribbean serves. Monies from the fundraising walk and associated events 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 aid, care and counsel patients and their families as well as to raise awareness, and stress the importance of early detection, through education campaigns across the region.

In Nassau, Singer/Songwriter Bodine Johnson was the event’s fun and energetic host. The event began with a warm up by Akia Strachan of the popular Team BowFlex Barbie Fitness, and at 6:30 a.m. the walkers and runners in no particular order, set off at a brisk, enthusiastic pace. On their return a Dianne Gibson’s Flirty Girl team led the cool down and the many vendors got busy displaying their wares, lots of free samples or reduced pricing for the attendee runners and walkers.

Other Walk for The Cure highlights included:

- The oldest participant was a cancer survivor - she won her division in the walkers category
- Productive vendor promotional opportunities. Best Brew is a small business that launched just before the pandemic. Walk for the Cure was their first public event, and they were thrilled that their free coffee and tea was well received with lots of interest from potential new customers.
- The chubby giant Hope the balloon bear was created by The Balloon People

Nikia Christie CIBC FirstCaribbean’s Marketing Manager said:

“CIBC FirstCaribbean places immense importance on being a strong supporter of the community. Support includes the health and well-being of our employees, our customers, and those around with whom we live and work. Many of our employees and their family and friends have been affected by cancer, so this cause is very close to our hearts. We know that education and early detection help with increasing survival rates and this event gives a significant boost to those efforts and to the cancer support groups that are dedicated to the fight against cancer. We also know that every little bit counts, and CIBC FirstCaribbean is pleased to make significant financial contributions to these organizations every year with the help of our sponsors and participants.”

Walk for the Cure is held in every country where CIBC FirstCaribbean has a presence. It has become the bank’s flagship activity, and one of the Caribbean’s largest cancer fundraising and educational initiatives.

“We are delighted to be in our eleventh year of the Walk for the Cure initiative,” said Nikia Christie. Before the pandemic, the event was growing each year, which meant our contribution to the fight against cancer increased each year. Our first walk saw a couple hundred participants, and in 2019 we had nearly 1,000 persons register across New Providence, Grand Bahama, Abaco and Eleuthera. Unfortunately, the pandemic meant we couldn’t gather together and walk, but we still managed to raise funds through other



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creative initiatives in 2019 and 2020. To date, we've raised more than half a million dollars in The Bahamas alone for the cause."

CIBC FirstCaribbean's main goal for this year was to resume the in-person walk on four islands simultaneously and raise funds for the various cancer care organisations.

"We were pleased with the turnout on all islands this year and received lots of great feedback from participants, vendors and exhibitors. We look forward to an even bigger and better event next year.

"It was heartwarming and wonderful to be able to host the walk after a two-year hiatus. Along with raising funds, Walk for the Cure provides a community for anyone who has been impacted by cancer. Unfortunately, that is most if not all of us here in The Bahamas. So, this is always a great opportunity to gather together safely and celebrate those currently fighting cancer, survivors, and those we've lost."

Every year the event dedicates a segment to an ever-growing number of survivors.

"It is a really powerful moment where we invite all survivors in attendance to come forward, we pray for them and present them with a gift. This year, Ribbons for Life graciously donated several beautiful pins for survivors, and these were pinned on just over twenty survivors - men and women. For me, this was the most outstanding moment of the event."

Fundraising efforts will continue through the month of October. CIBC FirstCaribbean will dedicate certain days this month for all employees to wear pink, and various branches and units of the bank are beautifully decorated to raise awareness about the importance of early detection for not just breast cancer but all other types of cancer, too."

Ends

#### **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 sixty-four 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 eleven 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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