

**News Release**

**For Immediate Release**



## **CIBC FCIB Extends Brotherhood To BTC And SMC For International Men's Day 2023**

**Castries, Saint Lucia, November 24<sup>th</sup>, 2023** – The Boys Training and Centre (BTC) and the St. Mary's College (SMC) were the focus of CIBC FirstCaribbean International Bank's community outreach for the celebration of International Men's Day 2023.

The day, which is observed every November 19, celebrates worldwide the positive value men bring to the world, their families and communities. With this year's theme promoting "Zero Male Suicide", the bank brought the message of encourage and a commitment of support to the young men of these two institutions.

On Friday November 17<sup>th</sup>, ahead of the international observance, CIBC FirstCaribbean's Country head -Nigel Ollivierre, Branch Manager -Smerna Pompelis, Business Support Officer-Cafeita Ephraim and Police Officer Foster Chicot treated the wards of the BTC to lunch at the Centre at Massade, Gros Islet.

In a bonding session after lunch, Mr. Ollivierre encouraged the boys to look beyond their current situation, "envisage the tomorrow you want, and diligently work towards that dream, because our ambition and our vision for the future starts in the imagination, and is then watered by our drive and passion." Officer Chicot also shared a few words of advice, highlighting the Centre's pledge as a good creed they should take to heart, to make positive changes. The session ended with the presentation of personal care packages.

Also, in observance of International Men's Day, the St. Mary's College was the recipient of XCD 1500.00 from the bank. The cheque presentation was done by bank staffers Aaron Joseph and Tristan Frederick – both past students of the institution. According to SMC Principal Leo Fontenelle, the funds will be used to purchase of a printer for printing examination papers for the students.

Mr. Ollivierre said the selection of two Boys institutions at seemingly opposite ends of the spectrum by the bank was to highlight that men's vulnerability to depression, fear and discouragement is caused by factors that are often unrelated to socio-economic circumstances.

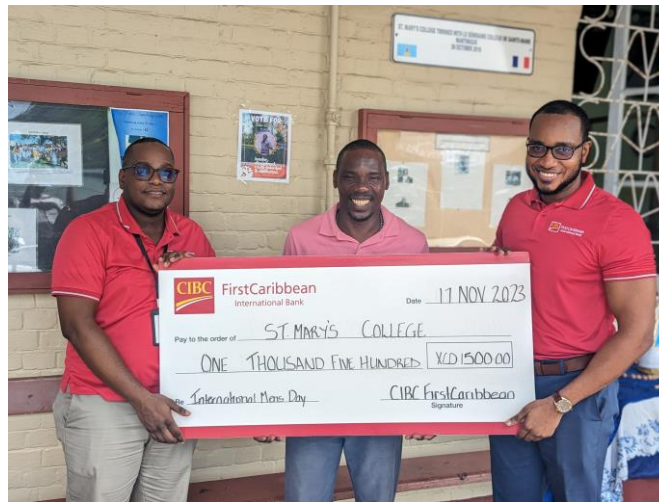
"We are invested in doing what we can as a bank to build that kind of awareness both within the bank and in the community. We believe it's critical to use our platform to dismantle old norms and stereotypes. We wanted to bring the message to our boys that it is normal and important to support each other;" Mr. Olivierre concluded.

Trends as reported by the World Health Organization indicate that men are disproportionately affected by suicide. Statistics in 2021 showed that men died by suicide 3.90 times more than women, highlighting the need address male suicide and promote male mental health.

**-End-**



*BTC from left to right: BTC Team, CIBC First Caribbean International Bank representative and Officer Chicot*



*SMC from left to right: Aaron Joseph – Customer Service Officer, Leo Fontenelle – Principal of St. Mary's College, Tristan Federick - Operations Support Office*

## **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 fourteen (12) countries around the Caribbean, providing the banking services through approximately 2,700 employees in 48 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 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](#).

**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@cibcfib.com](mailto:debra.king@cibcfib.com)