

**News Release
For Immediate Release**

HIKE FOR THE CURE DELIVERS HEALTHY START TO 2023 WALK FOR THE CURE CAMPAIGN

Road Town, Tortola, 25 July 2023 - The Hike of the Cure headed out from Mount Healthy National Park, Tortola bright and early on the morning of Sunday, July 16, it was the launch activity for the 2023 Walk for the Cure campaign.

The hike, which was led by Sef Graham of HikeBVI, took walkers through rain forests and rocky gullies to reach the point with views across Shark Bay to the Bat Cave. Over 100 registrants for the event raised \$2,660 for the Walk for the Cure fund.

“This year’s Hike for the Cure was quite a success, not just in terms of funds raised, but also in terms of numbers and the cross section of community members that came out in support,” said Walk Manager, Fabian Devonish, Acting Country Head, CIBC FirstCaribbean International Bank. “The sense of camaraderie and the unifying cause seemed to bring people together over the shared experience and sense of accomplishment. Sef and HikeBVI did a wonderful job to ensure everyone was comfortable and looked after. The WFTC committee appreciates all the support.”

Ms. Gloria Fahie, President of the BVI Cancer Society, who sent the participants off with words of thanks, acknowledged the participation effort and its impact on the not-for-profit organisation.

“It’s wonderful to see so many people coming out to support the cause,” said Ms. Fahie. “Events like these are critical to keeping the message in the mind of the community. Unfortunately, the indiscriminate nature of cancer in all its forms means that practically everyone is a stakeholder in the fight nowadays. Coming together to help raise awareness and funds really does help the cancer society meet its goals. Thank you to the organisers and all who support the Walk for the Cure campaign.”

The hike will be followed next by the Hunt for the Cure on Saturday, September 2. Now in its third year, the popular car treasure hunt around Tortola incorporates historical, cultural and fun fact clues. Individual, group and corporate teams vie for top prizes of a day sail with Horizon Yacht Charters and outings with Sea It Clear Tours in Virgin Gorda.

The 12th annual Walk for the Cure takes place on Saturday, October 7 where people of all ages set off at 5:30am on a round trip walk or run from the bank to Sea Cows Bay. The \$25 registration fee includes an event T-shirt and light breakfast.

The Walk for the Cure is the largest fundraiser to benefit the BVI Cancer Society in its efforts to combat cancer in the community. In 2022, the initiative raised \$51,500 and the target for 2023 is \$75,000. The funds generated from the campaign 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 for the 2023 Walk for the Cure include Tradewinds Cruise Club, ATU General Trust (BVI) Ltd, O’Neal Webster, Gold Leaf Consulting Limited, Conyers, Ernst and Young, Kendall Corporate Services Limited, Smiths Gore, Walkers, Alphonso Warner Insurance Agency Ltd, Capriccio di Mare, Caribbean Insurers, CCT BVI/284media, Coldwell Banker, Driftwood Spa, Horizon Yacht Charters, Island Sun Newspaper, Crowe (BVI) Ltd. For information on becoming a sponsor contact fabian.devonish@cbicfcib.com.

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Hikers who took part in the Hike for the Cure



Sef Graham of HikeBVI, took walkers through rain forests and rocky gullies.

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