

**News Release**

**For Immediate Release**



## **King Wins CIBC FIRSTCARIBBEAN 1stRealms Crown**

**Bridgetown, Barbados. 26 September 2023** - Kiel King got an enormous surprise when he received the news that he had won the grand prize in the 1stRealms competition, a highlight at the CIBC FirstCaribbean International Bank's booth at the recently held, AnimeKon Expo 2023.

"I had never won anything that big and I wanted a console, so it came at the right time," King said. The accountant who loves to play virtual reality games but is also a Media Director creating products such as music videos and drone photography, believed that the competition would have been very fierce given the number of patrons at the Expo and the attractive nature of the competition.

1stRealms is a virtual reality game deployed in the Metaverse, 'full of excitement, education, and discovery', Manager, Reporting and Engagement at CIBC FirstCaribbean, Kevon Griffith explained at a prize-giving function last week.

"Through the game, participants were able to learn about our current products and services, all within a captivating and engaging virtual reality environment," he explained.

King said that one had to use strategic thinking to manoeuvre the various bank's digital aspects.

"The creation of a virtual reality world might seem unconventional for a bank," Griffith told the function, but he said CIBC FirstCaribbean found doing so 'crucial and compelling.' Noting that the world was changing at an unprecedented pace, and banking was becoming more dynamic, responsive, and technologically advanced, he added that CIBC First Caribbean was determined to adapt and thrive in this changing landscape, thus, the birth of its virtual reality world, 1st Realms.

"Virtual reality is no longer confined to the realm of gaming and entertainment," he stressed, "it's a technology that has the potential to revolutionise various aspects of our lives, including banking. "1stRealms serves as a vehicle to demonstrate how immersive experiences can be seamlessly integrated into financial services. Through the game, participants were able to learn about our current products and services, all within a captivating and engaging virtual reality environment."

He further explained that AnimeKon offered a unique opportunity to reach out to a diverse and tech-savvy community. By partnering with XR Labs to create "1stRealms," we were able to showcase the incredible possibilities of virtual reality to this community and the wider public.

Trevor Wood, Director – Data, Wealth and Corporate Centre Technology Application Delivery Services, also spoke about the importance of the partnership with AnimeKon.

Wood told the Prize-giving ceremony that the bank was striving to make, 'innovation evangelism' part of its culture and practice and linked that objective to its involvement in AnimeKon and the

three goals set for the event. Among them, "helping to create a future for talented young people by providing them an opportunity to showcase their skills and equipping them with capabilities to navigate a digital future" he said.

He thanked AnimeKon's founder, Omar Kennedy for giving the bank the opportunity to participate in the venture with the University of the West Indies to create a game development incubator experience focused on bringing awareness to sustainable development goals.

Responding, Kennedy pointed out that pairing between the bank and AnimeKon was important as they shared next-generational philosophies, through their involvement in education, wealth building and innovation.

Under education, he noted that this year, AnimeKon partnered with CIBC FirstCaribbean and the UWI's Faculty of Science and Technology to launch the Hackmasters 2030, focusing on students using their intellectual disciplines to create video games based on the United Nations sustainable development goals for 2030. They also had to pitch their business ideas supporting these games.

The three speakers congratulated all the winners who participated in the competitions at the AnimeKon Expo: Kiel King, who got the top prize; Jade Oneal, who received an Amazon gift certificate for completing a unique CIBC puzzle in the fastest time; and Ashley Tull, who won the engagement competition in the bank's AnimeKon promotion.

**-Ends-**



*Kiel King Ps5, grand prize winner of the CIBC First Caribbean 1stRealms competition.*



*Winner of the engagement competition, Ashley Tull, right, receiving her prize from Kevon Griffith, Manager, Reporting and Engagement.*



*Prize winners: Third from left, Ashley Tull and Kiel King, fourth from left posing with CIBC First Caribbean Bank's officials from left: Shane Prescott, Analyst, People Change Management; Kevon Griffith, Manager, Reporting and Engagement; Trevor Wood, - Director – Data, Wealth and Corporate Centre Technology Application Delivery Services, Technology Solutions and Team AnimeKon officials- Omar Kennedy, Managing Director and Founder, and Shannon Kennedy, Creative and Multimedia Director.*

## 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 twelve (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](#).

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