

**News Release**

**For Immediate Release**



**FirstCaribbean**  
International Bank

### **Bank Withdraws Trash And Leaves A Clean Beach**

**Bridgetown, Barbados 27 September 2023** - Jahdae Parris, Administrative and Logistic Officer, of the Barbados Chapter of the Caribbean Youth Environment Network (CYEN), dreams of the day when Barbados' beaches would have 'little or no' garbage.

It is a dream shared by CYEN members who promote and advocate for a wholesome environment and consequently they hate marine trash. Recognising that this dream can only come true with behavioural change among Barbadians, whom she pointed out as doing most of the dumping, Parris said she would like beach clean-ups to become a trend.

Parris said firsthand experiences of picking up the trash left on beaches was more likely to make people care about how the seaside is treated and would lead them to empathise with those promoting the need for clean beaches.

"Then they are more likely to be pushed to saying, 'I can make a difference' and would not only be less prone to litter but will dissuade others from doing so." Her message to Barbados is: Be a catalyst for change.

Parris was commenting during the final stages of a clean-up exercise at the Old Pirates Cove Beach, Bay Street, St. Michael where CIBC FirstCaribbean staff, their relatives and friends including children, rid that beach of 16 large bags of garbage totalling 153.65 kilogrammes (338.74 lbs) including plastic bottles, cups and plates, sharp pieces of glass, a huge quantity of glass beverage bottles, a large sign and much more.

She described the exercise as a success and thanked the 80 volunteers; 72 whom she termed citizen scientists and the eight data collectors who weighed and totalled the several large bags of trash.

CIBC FirstCaribbean was not only involved through their citizen scientists who collected and bagged the trash; the bank went further by donating BDS\$3,500 to boost the work of the Barbados Chapter of CYEN.

Managing Director for Barbados and the Eastern Caribbean, Donna Wellington who presented Parris with the funds via a giant CIBC FirstCaribbean Visa Debit Card, highlighting the bank's move away from cheques and paper, was pleased with the turnout of staff members, their friends and relatives.

She said that such an exercise was in keeping with the bank's fourth pillar of social responsibility, which dealt with the community and the environment and aims to make a difference in the lives of people.

The exercise had an impact on Samantha Suttle, who led one of the bank's 'clean-up' teams. Suttle was pleased so many volunteers turned up for civic duty that early in the morning and set about the task purposefully. But she was very disappointed that beachgoers could be so uncaring for the environment and others to have left so many items behind- used diapers, broken umbrellas and some things one could not imagine would have been brought to the seaside far less discarded there.

CYEN identified three top items collected that are of concern, 619 plastic beverage bottles; 466 pieces of micro plastics and 459 pieces of construction material, all found on the beach.

**End**



*The full CIBC FirstCaribbean group just before they spread out on the beach to start the clean-up.*



*Managing Director, Barbados and the Eastern Caribbean Donna Wellington, (holding the giant CIBC FirstCaribbean Visa Debit card) supported by the others who joined the clean-up, presents the CYEN rep Jahdae Parris (holding other end of card) with the \$3,500 donation.*



*Three of the team members pulling together the garbage collected for recording*



*A CIBC FirstCaribbean staff member and a CYEN team member weigh one of the bags of garbage collected.*



*Another one of the teams as they sort and record the various items of garbage collected.*

## **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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