

For Immediate Release



Initiative Of “Lets Help Curaçao” Turns Into An Avalanche Of Contributions And Support To Help Those In Need With Clothing

Willemstad – May 4, 2023 -- An act of kindness started by Pamedy Martis and Shalimar Coco on their Facebook page “Lets Help Curaçao” turned into an avalanche of contributions and support to provide those in need with used but very wearable clothing and more.

The initiative and call to contribute, with the clothing drive-thru, resulted in more than 10 vehicles full of clothing and accessories. Many who attended the drive, offered their support to actively make the effort a great success.

The initiative got ‘crowned’ on King’s Day when, especially those in need, were invited to visit the Let’s Help Curaçao stand in Madurostraat and take very usable clothing, shoes or other accessories for their use. A simple call to action by Martis and Coco showcased the great sense of sharing that lingers deep in the heart of the community.

Ms. Martis and Ms. Coco started their Facebook page “Lets Help Curaçao” with the intention of contributing on their own strength to the well-being of the community. Unable to travel during the Covid-19 pandemic, they used their time and energy to build up the page and increase their outreach. The clothing collection and distribution to those most in need, was one activity that truly surprised their expectations.

The amount of goods collected was far beyond what they had expected. The support of family, friends, colleagues and other random persons was overwhelming. This support was highly appreciated by Coco and Martis. They thanked Kora Faneite (Festival Center), CIBC FirstCaribbean, Mangusa Supermarket, Jerry Transport and Angelique Sweet Treats for their support.

At CIBC FirstCaribbean the initiative by their colleague Pamedy Martis was embraced both by the bank as well as her colleagues. She received spontaneous hands-on support from her colleagues.

“CIBC FirstCaribbean supports its employee’s contribution to enriching the life of those more in need of the community. This initiative of “Lets Help Curaçao” proved such an initiative can turn into a movement of kindness supported by a great group in the community,” said Lysaira Arvelo

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About CIBC FirstCaribbean

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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.

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