



Press Release

FOR IMMEDIATE RELEASE

CIBC Caribbean's \$5,000 Seed Donation Launches 2024 Salvation Army Kettle Appeal Amid Growing Community Needs

Castries, Saint Lucia, November 20, 2024 - CIBC Caribbean continues its commitment to community support with a \$5,000 seed donation to launch the Salvation Army's 2024 Kettle Appeal, marking another year of this vital partnership that serves as a catalyst for broader community giving.

The launch ceremony, featuring performances by the Salvation Army Preschool students, symbolized the intergenerational impact of this longstanding initiative. The presence of these young voices alongside the iconic red kettles served as a powerful reminder of the community's shared responsibility in supporting those in need.

"Each year, this seed donation represents more than just financial support – it's a call to action for our entire community," said CIBC Caribbean's Country Manager, Nigel Ollivierre. "As living costs continue to rise, the importance of this initiative grows. We're not just continuing a tradition; we're responding to real needs in our community, helping ensure that families can experience the joy and dignity of the holiday season."

Captain Wousdel Louis, head of the Salvation Army in Saint Lucia, highlighted the multiplier effect of the bank's early support: "CIBC Caribbean's leadership in launching the Kettle Appeal consistently inspires others to give. This seed donation helps create momentum for our entire holiday campaign, ultimately enabling us to reach more families with Christmas hampers and support when they need it most."

The Salvation Army's red kettles will be stationed at supermarkets across the island throughout the holiday season, continuing a tradition that has become synonymous with community care and holiday giving in Saint Lucia.

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Captain Louis and the small S.A contingent surrounded by a small team from CIBC Caribbean led by Country Manager Nigel Ollivierre (R)

CIBC Caribbean

CIBC Caribbean is a relationship bank offering a full range of market leading financial services through our Corporate and Investment Banking, Personal and Business Banking and Wealth Management segments. We are located in eleven (11) countries around the Caribbean, providing the banking services through approximately 2,600 employees in 45 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 Caribbean intends to lead these changes with the expertise, integrity and knowledge gained from banking in the Caribbean since 1836.

CIBC Caribbean 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 Caribbean, visit www.cibcfib.com, [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) or [YouTube](#).

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