



For Immediate Release

## **CIBC Clients Receive Special Attention At Client Appreciation Day**

**Chaguanas, Trinidad, 19 February 2024** – Client Appreciation Day at CIBC Caribbean carried a special meaning this year, as customers were welcomed under the bank’s new brand.

Client Appreciation Day is an annual event which celebrates clients through various activities across the bank’s regional enterprise. In Trinidad, clients were presented with tokens and branded cupcakes to mark the occasion which took place on February 15. Clients were pleasantly surprised to be greeted at the door at both the Maraval and Chaguanas branches by senior managers and welcomed to balloon-decorated bank halls.

“I look forward to this time of year,” said Sarah Rudder-Chulhan, Associate Director, Digital & Client Experience. “For me, it’s an opportunity to share some light-heartedness, which I am sure our clients appreciate. As we move forward under our new brand, we want to ensure that our business remains strong. That could only happen if we extend our appreciation to the clients who support us.”

**End**



**Caption:** Associate Director, Digital & Client Experience in Technology, Sarah Rudder-Chulhan; right, presents tokens to customers at CIBC Chaguanas Branch.



## About CIBC Caribbean

CIBC Caribbean is a relationship bank offering a full range of market leading financial services through our Corporate Banking, Personal 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 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](http://www.cibcfib.com), [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) or [YouTube](#).

**For further information:** Debra King, Director of Corporate Communications, CIBC Caribbean, Barbados Head Office Telephone: 246 367 2248; Fax: 246 421 7148 and Email: [debra.king@cibcfib.com](mailto:debra.king@cibcfib.com)