



FOR IMMEDIATE RELEASE

CIBC Caribbean Spreads Holiday Cheer with ‘Cards the Joy of Giving’

Kingston, Jamaica – December 11, 2024: CIBC Caribbean brought smiles and holiday cheer to its valued Visa Debit and Credit Card customers during a “Cards the Joy of Giving – Surprise & Delight” event, held at H&L Rapid True Value, Lane Plaza.

Several customers received an unexpected gift of up to \$40,000 off their purchases, making their holiday season even more special. Customers were delighted as CIBC Caribbean covered the cost, bringing joy and relief during the festive season.

Marketing Manager Renee Whitehorne shared her excitement about the initiative, stating: "The holidays are a time of joy and giving, and this activity allowed us to share a meaningful gesture with our customers. We are thrilled to celebrate with them and show our appreciation for their continued loyalty to CIBC Caribbean."

Customers expressed overwhelming gratitude for the thoughtful gesture, which came as a complete surprise. The event is a reflection of CIBC Caribbean’s ongoing efforts to create memorable experiences for its clients while promoting the use of its Visa Debit and Credit Cards for everyday purchases.

Customers are encouraged to continue using their CIBC Caribbean Visa Debit and Credit Cards for purchases and take advantage of the many benefits that come with them.

Ends



Lucky CIBC Caribbean VISA Debit and Credit cardholders celebrating the unexpected gift of CIBC Caribbean covering the cost of their purchase during the bank's "Cards the Joy of Giving – Surprise & Delight" at H&L Rapid True Value, Lane Plaza on December 7, 2024



CIBC Caribbean Marketing Manager, Renee Whitehorne (right) surprises a customer at the cash register by covering the cost of her purchase during the bank's "Cards the Joy of Giving – Surprise & Delight" at H&L Rapid True Value, Lane Plaza on December 7, 2024

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 2,700 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](#).

Media contact:

Renee Whitehorne, Marketing Manager, CIBC Caribbean, Jamaica Head Office.

Telephone: +1(876) 935-4901 and Email: renee.whitehorne@cibcfib.com

Debra King, Director of Corporate Communications, CIBC Caribbean, Barbados Head Office

Email: debra.king@cibcfib.com