



Press Release
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CIBC Caribbean Turns Lens Inward for International Men's Day 2024

Castries, Saint Lucia, November 20th, 2024 - Shifting from its traditional community outreach focus for International Men's Day (IMD), CIBC Caribbean marked this year's observance by addressing wellness challenges within its own walls. The bank hosted a health forum, in which male banking professionals openly discussed mental health and wellness challenges.

The session, themed "Men's Health Champion," was led by Dr. Benjamin, a distinguished physician and advocate for men's health. Sharing from his own experience as a medical professional, Dr. Benjamin demonstrated that even healthcare professionals sometimes need support. This candid revelation helped dismantle the stigma often associated with seeking mental health support, particularly among male professionals in high-pressure professions such as banking.

Dr. Benjamin recognized CIBC Caribbean's efforts in men's health advocacy through its previous IMD outreach programs. "In turning the focus inward and creating this platform for their male employees, you are helping to dismantle the persistent trend of men avoiding crucial health discussions," he said. Dr. Benjamin went on to note that "when men in influential positions openly discuss mental health and stress management, it creates a ripple effect throughout the community."

The doctor explained that the internal focus was expected to create ripple effects beyond the bank's walls. As leaders in the financial sector openly embrace wellness discussions, this sets a new standard for corporate culture. The message reaches not only their families and clients but extends to the broader business community, demonstrating that professional success and personal well-being are not mutually exclusive.

The hybrid event, which accommodated both in-person and virtual participants, covered critical topics including stress management, sleep hygiene, and work-life balance. "What made this session extraordinary wasn't just the medical insights shared, but seeing my colleagues step up to an open mic to discuss their health concerns -- which is a welcome shift in corporate culture," noted Operations Clerk Shatamby Cornibert.

"While our previous International Men's Day initiatives focused on youth and at-risk men in our communities - efforts we remain committed to - this year's internal focus reflects our understanding that change often begins at home," stated Country Manager, Nigel Ollivierre. "But importantly, in fostering open dialogue about men's health within our organization, CIBC Caribbean is also seeking to nurture ready advocates for men's wellness across all sectors of society."

End



Some of the male staffers in one of the sessions held on International Men's Day.

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.

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Media contact:

Debra King, Director of Corporate Communications, CIBC Caribbean, Barbados Head Office
Email: debra.king@cibcfib.com