



Immediate Release

CIBC Caribbean Walk for the Cure 2024 Launched with Powerful Message of Resilience and Hope

Kingston, Jamaica — September 17, 2024 - CIBC Caribbean officially launched the 13th annual Walk for the Cure at the Terra Nova Hotel on Tuesday (Sept. 17), rallying participants to join the fight against cancer. Under the theme "**Caribbean Strong: Walking for Resilience**," this year's event is set to be the largest yet, scheduled for October 6 at the Botanical Hope Gardens. The walk aims to raise essential funds for cancer awareness, prevention, and treatment throughout the region.

Mrs. Jerome Griffiths, Head of Human Resources at CIBC Caribbean, opened the event with a heartfelt address, emphasizing the importance of the walk for both cancer survivors and those who have lost loved ones to the disease. She highlighted that this year's walk symbolizes recovery—not just from cancer, but also from the many challenges the Caribbean faces, such as the devastating effects of Hurricane Beryl.

Mrs. Griffiths stated, "Our 2024 mantra is 'Bigger and Better.' We're thrilled to partner with Running Events Jamaica to help drive our mission of raising much-needed funds for cancer organizations across the Caribbean. This year's slogan, 'Caribbean Strong: Walking for Resilience,' speaks to our region's strength in adversity, especially in Jamaica, where we walk in lavender, representing hope and unity in the fight against all cancers."

The event also featured a powerful keynote speech by Shaniel May Brown, cancer survivor and Attorney-at-Law, who spoke about her personal journey after being diagnosed with cancer at just 21 years old. She candidly shared the emotional and physical toll of her battle with the disease, moving the audience with her resilience.

Mrs. Brown said, "It's an absolute pleasure to be surrounded by a room of cancer fighters, survivors, and most importantly, supporters. The Walk for the Cure theme this year is truly powerful and resonates deeply with me. '**Caribbean Strong: Walking for Resilience**' represents our collective strength, courage, and unyielding hope. Together, we can face any challenge. It's not easy; it's a journey. It never ends. Some days you're reminded by the scars you carry or the fear of recurrence. But resilience is what pulls us through. Recovering from cancer surgery has been the hardest thing in my life, but I found the strength to keep going."

She added, "When we hear the word strength, we think of power; when we hear courage, we think of bravery; and when we hear hope, we think of aspirations. But sometimes we're just tired—tired of trying to be strong, brave, and hopeful. However, when you think of resilience, you realize that no matter how hard it is, you just have to keep fighting, whether it's by yourself or with others. That's how we keep walking."

Her words served as a poignant reminder of the continuous fight against cancer and the need to support those affected by the disease.

Crystal Blackwood, representing Continental Baking Company on behalf of the event's sponsors, expressed the company's unwavering commitment to the cause, saying, "This year, as we come together for the 5k run and walk, we are not just participating in physical activity; we are standing united in support of those affected by cancer and advocating for research, awareness, and hope. Sponsoring the CIBC Walk for the Cure was a no-brainer for us. We are committed to promoting health, wellness, and community engagement, and we are proud to stand alongside all of you today."

CIBC Caribbean's Walk for the Cure has raised over US\$5 million across the region since its inception. These funds have gone directly to support cancer treatment centres and organizations across the Caribbean, including the Jamaica Cancer Society, which continues to provide crucial cancer care, counselling, and education programmes.

As Jamaica prepares for the October 6th walk at Botanical Hope Gardens, CIBC Caribbean, its sponsors, and partners remain steadfast in their commitment to improving lives, advancing cancer research, and ultimately working toward a future where cancer can be defeated.

The Walk for the Cure 2024 sponsors are:

- BALLOONS BY JAKI-JADE
- BARITA INVESTMENTS LTD
- BEST DRESSED CHICKEN
- BLUEDOT
- CATHRINES PEAK
- CALEDONIA OUTDOOR ADVERTISING
- CB GROUP
- FUJITSU
- GUARDSMAN GROUP
- HYUNDAI
- I PRINT GROUP
- ICWI LTD
- JAMAICA ENERGY PARTNERS
- JAMAICA OBSERVER LTD
- KINGSTON INDUSTRIAL GARAGE
- KUKUP KREATIONS
- MOTHER'S FOOD GROUP
- CONTINENTAL BAKING COMPANY
- NATIONAL HOUSING TRUST
- PRICESMART
- PRO COMMUNICATIONS LIMITED
- RE/MAX ELITE
- REALTORS ASSOCIATION OF JAMAICA
- SALADA FOODS JAMAICA
- SANDALS RESORT
- TERRA NOVA ALL SUITE HOTEL
- VIDEO ACCESS

Captions



Big Reveal: (L-r) Jerome Griffiths, Head, Human Resources, CIBC Caribbean; Michael Leslie, Actg. Executive Director, Jamaica Cancer Society; Alfred "Frano" Francis of Running Events and Rochelle James, Asst. Director, Talent Acquisition & Development, CIBC, display the bank's 2024 Walk for The Cure t-shirts at the launch event on Tuesday, September 17 at the Terra Nova Hotel.



Shaniel May Brown, Attorney-at-Law and cancer survivor, shares her cancer journey at the launch of CIBC Caribbean's 2024 Walk for The Cure at the Terra Nova Hotel on Tuesday, September 17, 2024.



Showing off messages for CIBC Caribbean's Walk for The Cure 2024 are (l-r) Michael Leslie, Actg. Executive Director, Jamaica Cancer Society; CIBC Caribbean's Jerome Griffiths, Head, Human Resources and Rochelle James, Asst. Director, Talent Acquisition & Development and Alfred "Frano" Francis of Running Events.

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:

Machel Erskine, PR Consultant, Tel: Tel: 876 960-3170, 876 960-5308, Email: merskinepr@gmail.com

Media contact:

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