



## FOR IMMEDIATE RELEASE

### **CIBC Caribbean Walk for the Cure 2024 Unites for Resilience and Hope**

**Kingston, Jamaica - October 6, 2024** – The 13th annual CIBC Caribbean Walk for the Cure took place yesterday at Hope Botanical Gardens, drawing hundreds of participants in a united front against cancer.

Friends, families, children, parents, men, and women all came together to participate in both the 5K Walk and Run, embodying the strength and resilience of the Caribbean in support of cancer patients, survivors, and their loved ones.

The day began at 5:30 a.m. with an energizing warm-up session, creating a lively atmosphere for what would become an impactful and inspiring event. Nigel Holness, Managing Director of CIBC Caribbean, opened the event with heartfelt remarks. "Today marks another significant chapter in our journey to fight cancer together," Holness said. "We walk not just for one type of cancer but for all cancers, and here in Jamaica, we proudly wear lavender to symbolize hope and unity."

The Walk for the Cure continues to raise critical funds for organizations such as the Jamaica Cancer Society, a long-standing partner in this initiative. Since its inception in 2012, Walk for the Cure has raised over US\$5 million regionally, with funds supporting cancer treatment, patient care, early detection initiatives, and education programs across the Caribbean.

An informative session led by Dr. Tobi Brown of the Jamaica Cancer Society was a key highlight of the event. Dr. Brown emphasized the importance of early detection in the fight against breast cancer, which is the leading cause of cancer-related deaths among women in Jamaica. "When we can catch the cancer early through screening, we give patients the best chance of survival," Dr. Brown said.

She recommended that women at normal risk begin annual mammograms at age 40 and that those with a family history of breast cancer start screening 10 years earlier than the age at which their relative was diagnosed. Dr. Brown also urged participants to adopt healthier lifestyles, including maintaining a balanced diet, reducing processed foods and red meat, and limiting alcohol consumption, as these factors can significantly lower the risk of breast cancer.

Holness closed the event with a message of appreciation and hope. "Congratulations to all our walkers and runners. Your participation today lends crucial support to the Jamaica Cancer Society and helps to improve outcomes for those affected by cancer," he said. Holness also acknowledged the event's sponsors and partners, including Running Events Jamaica, for their essential role in making the walk a success.

"As we continue this journey, we stand in solidarity with those affected by cancer. You give us hope, and together, we will keep walking for resilience, for hope, and for the cure," Holness said, concluding the event as the sun set over Hope Botanical Gardens, leaving participants inspired and energized for the future.

With plans already underway for Walk for the Cure 2025, CIBC Caribbean remains committed to raising awareness and funds for cancer research and treatment, ensuring that no one faces the fight against cancer alone.

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## **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.cibfcib.com](http://www.cibfcib.com), [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) or [YouTube](#).

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