



For Immediate Release

Record numbers join the 13th annual CIBC Caribbean Walk for The Cure

Road Town, British Virgin Islands, October 7, 2024 – The 13th Annual CIBC Caribbean Walk for the Cure was a resounding success, bringing together a record number of participants on October 5th to support the fight against cancer in the British Virgin Islands.

The event, hosted in collaboration with the BVI Cancer Society received 450 registrants. It kicked off at 5:30 a.m. from the CIBC Caribbean bank, with walkers and runners making the round trip to Sea Cow's Bay as dawn broke on the coastal route.

The vibrant atmosphere was enhanced by the cultural pole plaiting performances by the VI Plait Polers, entertaining participants as they returned from commemorating a cause close to their hearts. A light breakfast was provided to all attendees, fostering a sense of community and camaraderie among participants.

This year, the fundraising target was set at \$75,000, with all proceeds directly benefiting the BVI Cancer Society. Funds raised through the walk and the generous contributions of local sponsors from the business community will support essential programs and services for cancer patients and their families. The funds generated from the walk are used to provide assistance, care and counselling to patients and their families as well as to raise awareness, and stress the importance of early detection, through education campaigns.

This year, a portion of the funds will also be used to towards a data collection and analysis initiative undertaken in partnership with the BVICS and conducted by the Epidemiology and Disease Surveillance Unit within Public Health.

"We are thrilled with the turnout and the unwavering support from our participants and sponsors," said Mr. Fabian Devonish, Branch Manager, Retail, Platinum and Business Banking and Walk Manager, CIBC Caribbean. "Events like this not only raise funds but also raise awareness about cancer and the importance of community support. Together, we are making a difference in the lives of those affected by cancer."

"The CIBC Caribbean Walk for the Cure is more than just a walk; it is a powerful reminder of the strength and resilience of the community in the face of cancer," said Ms. Gloria Fahie, President of the BVI Cancer Society. "We are deeply grateful for the continued support and commitment from all involved."

Speaking with Mr. Devonish and Ms. Fahie after the walk, His Excellency Governor Daniel Pruce commended the efforts of the bank and the cancer society for the initiative.

"It's great to be here and fantastic to see so many people come together to support such an important area," said Governor Pruce. "Cancer is such a terrible condition; every effort the community can make in tandem with all the other partners has got to be positive. It's part of the global effort to fight the disease and ultimately defeat it."

The walk saw participants of all ages supporting the cause, including the Phillips who joined in with three generations of walkers.

“We decided to do this walk to support the cause,” said Mrs. Phillips. “My stepmom passed from breast cancer and so I wanted to honour her.” Another member of the family also spoke of her best friend who also passed at 47 years of age from breast cancer. “At this time, we remember them,” added Mrs. Phillips.

The walk is the bank’s fourth event out of five hosted in conjunction with the BVI Cancer Society as part of the 2024 Walk for the Cure campaign. The preceding awareness events were the Sip and Paint for the Cure, the Hike for the Cure, and the Hunt for the Cure.

The final event is the Sunset Cruise for the Cure facilitated by Metro Tours and Cruises on Saturday, October 12. The party boat, M/V PlayTime featuring DJs Push Pop and Carly Cartel, departs the Cyril B Romney Tortola Pier Park at 6:00 p.m. and returns at 9:00 p.m. The tickets are \$100 each and include drinks and light hors d’oeuvres.

The Walk for the Cure is the largest fundraiser to benefit the BVI Cancer Society in its efforts to combat cancer in the community. In 2023, the initiative raised \$62,525.

Sponsors for the 2024 Walk for the Cure include Tradewinds, Walkers, CG Insurance, Clermont, Conyers, EMCS, Harneys, O’Neal Webster, BCQS, Capriccio di Mare, Caribbean Insurers Limited, EY, Infinity Jewelry, Kendall Corporate Services, Smiths Gore, Advocates BVI, Alphonso Warner Insurance Agency Limited, Carey Olsen, Crowe, Driftwood Spa, HikeBVI, Horizon Yacht Charters, Kenny Tees, Nagico, Premier Dental, Tortola Auto Group. Supporters include Creque Global Group and Ogier.

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CIBC Caribbean

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