



FOR IMMEDIATE RELEASE

Seniors Empowered at "Change the Way You Age" Expo with Support from CIBC Caribbean and Good Company

Kingston, Jamaica, October 30, 2024 – On Saturday, October 26, 2024, seniors across Kingston experienced a transformative day of learning and empowerment at the "Change the Way You Age" Expo, held at Immaculate Conception High School.

Hosted by Good Company and proudly sponsored by CIBC Caribbean, the event was designed to promote healthy aging and provide seniors with practical tools and resources to improve their quality of life.

The expo, which was part of the celebrations for Senior Citizens Month, attracted older adults who participated in discussions on nutrition, physical and mental wellness, and legal advice, all in line with Jamaica's Vision 2030 goals. Thanks to the collaboration between Good Company and CIBC Caribbean, seniors also gained valuable insights into financial management and online banking.

CIBC Caribbean, as the event's sponsor, played a pivotal role in ensuring seniors were equipped to navigate the modern banking landscape. The bank's booth allowed attendees to explore the convenience of online banking, with representatives walking seniors through Senior Savers accounts—which offer tailored rewards for retirees—and fixed deposit accounts to help them maximize their savings with higher interest rates.

One of the most impactful parts of the day was the bank's presentation on cybersecurity and fraud prevention. Many attendees were grateful for the practical tips shared on how to safeguard themselves from online scams and fraud—a growing concern as more seniors adopt digital banking tools.

Diana Warren, Branch Manager CIBC New Kingston, commented on the bank's involvement, stating, "We are proud to have partnered with Good Company for such an important initiative. At CIBC Caribbean, we believe in empowering seniors with not just financial solutions, but also the knowledge to protect themselves as they manage their finances. It's essential for them to feel confident and secure, and we're thrilled to contribute to their financial independence."

The seniors who attended the expo left with a renewed sense of confidence in managing their financial, physical, and mental health. Participants were informed about the best ways to protect their savings and use online banking securely, focusing on how seniors can manage their money while protecting themselves.

Good Company's events for seniors continue to enhance the lives of older adults across Jamaica by providing them with essential resources. With the support of CIBC Caribbean, this event marked another successful step in helping Jamaica's seniors thrive as they age.

Ends



Seniors registering at the CIBC Caribbean booth at the “Change the Way You Age” seniors expo hosted by Good Company and sponsored by CIBC on Saturday, October 26, 2024, at Immaculate Conception High School



CIBC Caribbean's Michael Thomas, assisting a senior citizen to register for a raffle during the "Change the Way You Age" seniors expo hosted by Good Company and sponsored by CIBC on Saturday, October 26, 2024, at Immaculate Conception High School.

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,
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