

**News Release  
For Immediate Release**

**CIBC FIRSTCARIBBEAN TO HOST HIKE FOR THE CURE - A WALK FOR THE CURE FUNDRAISER**

**Tortola, British Virgin Islands, JULY 12, 2022** - CIBC FirstCaribbean and the BVI Cancer Society are teaming up with Hike BVI to host a Hike for the Cure on Saturday, July 16 as part of the local campaign for the region's largest cancer fundraiser, CIBC FirstCaribbean's Walk for the Cure.

The hike will start at 5:30am from Mount Healthy National Park and will end at the pineapple farm in Brewer's Bay. All proceeds of the \$25 participation fee will go to the Walk for the Cure donation fund. While persons can pay on the day, it is also possible to register and pay in advance at the Road Town branch of bank or with Hike BVI.

"We are excited to add what will be a fun and informative hike to our Walk for the Cure fundraising efforts," said Mr. Fabian Devonish, Branch Manager, Retail Platinum and Business Banking, CIBC FirstCaribbean and Walk for the Cure Manager. "Sef Graham of Hike BVI was very enthusiastic in his agreement to not only lead the hike but also in his readiness to donate all monies raised to the WFTC funds for the BVI Cancer Society."

Classed as a moderate level trail of approximately 2.5 hours, the hike includes an education on the local flora, fauna and their medicinal properties as well as an insight into the history of the area and the people that lived there. The final stop at the only pineapple farm in the BVI will provide an audience with the "pineapple man" and an opportunity to hear his story on cultivating the intensely flavoured fruit and a chance to enjoy its taste.

CIBC FirstCaribbean and the BVI Cancer Society have set a target of \$50,000 for this year's Walk for the Cure campaigns.

"We are continuing to see sponsors joining in our efforts of raising funds for the BVI Cancer Society," said Devonish. "We are confident that, with the continued support of the private sector and the participation of the public in all our Walk for the Cure events, we will meet our 2022 target that we set after we raised \$35,000 in 2021 - the single largest ever donation received by the BVICS. "

The Walk for the Cure launched on June 18 with the Men in Pink at the Queen Elizabeth II Park. The Hike for the Cure will be followed by the Hunt for the Cure car rally treasure hunt on Saturday, September 17, 2022 and the Walk for the Cure will take place on Saturday, October 8, 2022.

The walk began as part of the celebrations to mark the bank's 10<sup>th</sup> anniversary in 2011 and takes place across its 15-member footprint. It has raised over USD\$3 million over the past ten years.

The funds generated from the walk are used primarily to assist with the purchase and maintenance of equipment used in the diagnosis and treatment of cancer patients.

They are also 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 across the region.

Sponsors who have joined CIBC FirstCaribbean in the 2022 campaign so far include Tradewinds and Walkers as top level Diamond sponsors, Gold sponsor O'Neal Webster, Silver sponsors BCQS, Captain Mulligan's Ltd, Conyers, and Island Sun, and Bronze sponsors Capriccio di Mare, CCT, Coldwell Banker, Driftwood Spa, Premier Dental, Sol, Smiths Gore and Top Priority Security.

Businesses and organisations interested in supporting the 2022 Walk for the Cure in the BVI should contact Fabian Devonish by email at [fabian.devonish@cibcfib.com](mailto:fabian.devonish@cibcfib.com). The BVI Cancer Society can be contacted by email at [Bvicancersociety@gmail.com](mailto:Bvicancersociety@gmail.com) or by telephone on (284) 499 0022

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### **About CIBC FirstCaribbean**

CIBC FirstCaribbean is a relationship bank offering a full range of market leading financial services through our Corporate and Investment Banking, Retail and Business Banking and Wealth Management segments. We are located in sixteen (15) countries around the Caribbean, providing the banking services that fit our customers' lives through approximately 3,000 employees in 68 branches and offices. We are one of the largest regionally listed financial services institutions in the English and Dutch speaking Caribbean, with over US\$11 billion in assets and market capitalization of US \$2 billion. We also have an office in Hong Kong. The face of banking is changing throughout the world and CIBC FirstCaribbean intends to lead these changes with the expertise, integrity and knowledge gained from banking in the Caribbean since 1836.

CIBC FirstCaribbean 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 FirstCaribbean, visit [www.cibcfib.com](http://www.cibcfib.com), [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) or [YouTube](#).

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