



NEWS RELEASE

For Immediate Release

SELF EMPLOYED CHEF GETS FREE FUEL FOR A YEAR

Bridgetown, Barbados, April 7, 2022: - A private chef, whose business grew out of adversity after losing his job at a luxury hotel, due to the Covid-19 pandemic, is the grand prize winner in the Sol Esso Happy Fuel Year Promotion.

Rhimon Boyce, who says he does ‘a lot of driving’ and ‘visits the Sol Mile and a Quarter Station every day’ is the recipient of Free Fuel for a Year which he says will really help him to save a whole lot of money this year.

The owner of Chef Black Cuisine explained that he was dropping to sleep as he was on a much-needed break, when he got the call to tell him that he was the Grand Prize winner in the contest. “Sleep went out my head” he said smiling as he explained that he had never won anything before.

The promotion which started on January 24 and ran to March 20 2022, rewarded 5 winners every week for a total of 40 winners plus Rhimon. The weekly winners each won \$250 in fuel vouchers or cash credited to their CIBC FirstCaribbean Credit or Debit Card account, while as Grand Prize winner, he won \$4,800 in fuel vouchers and cash credited to his account.

Managing Director CIBC FirstCaribbean, Donna Wellington, in extending congratulations to the winner stated that the bank is pleased to have partnered with Sol for the promotion. “We are always looking to add value to our customers and this promotion gave our Visa Debit and Credit card customers a chance to reduce their fuel expenses in these challenges times.”

Sales Executive for Sol Retail Denise Mendes explained, “our objective was to continue to promote brand awareness, keep customers engaged, and educate potential customers by promoting our services, and the promotion was a success for two main reasons. It was simple and hassle-free. And secondly, the fuel vouchers won could be redeemed at any Sol or Esso Service Station.” She further added “based on the feedback on our social media pages, the public loved the promotion.”

Drivers were automatically entered in the Happy Fuel Year Promotion when they spent \$50, using their CIBC FirstCaribbean Visa debit or credit card at any Esso or Sol Station. Each \$50 gained them another entry.

The self-employed Grand Prize Winner who mainly works at Port St. Charles and Royal Westmoreland confirms that he finds clients mainly through Facebook and Instagram and takes pleasure in preparing multi cuisine foods. He specialises in Italian, Mexican, and Persian food but stated that he really loves preparing Asian food.

The weekly presentations took place at Sol Redman’s, Warrens, and Esso Black Rock.

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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 (16) 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.

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Sales Executive for Sol Retail Denise Mendes (left) and Marketing Manager for CIBC FirstCaribbean Barbados, Eastern Caribbean and Trinidad Samantha Suttle both congratulate Rhimon Boyce (Centre) right after he collected his winnings.