

News Release
For Immediate Release



CIBC FirstCaribbean Launches Walk for the Cure 2023 with \$51,000 Donation

Nassau, Bahamas, 24th July 2023 - CIBC FirstCaribbean's annual flagship fundraiser, Walk for the Cure (WFTC), generated \$51,000 for major cancer care organizations across The Bahamas last year. Representatives from Sister Sister Breast Cancer Support Group, Cancer Society of The Bahamas and GD Sharing and Caring were recently presented with the funds raised as the bank launched WFTC 2023.

Set for Saturday October 7th, this year's walk will occur on New Providence, Grand Bahama, Abaco and Eleuthera. Each island will have a mini health fair with exhibitors and exciting vendors immediately following their Walk for the Cure event.

The funds raised from WFTC are primarily used to assist with the purchase and maintenance of equipment used in the diagnosis and treatment of cancer patients; and 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 regionally.

Helen Longley-Forbes, a 14-year breast cancer survivor and GD Sharing and Caring executive member, expressed thanks to the bank for its continued support and encouraged public participation because "every dollar goes a long way".

"A lot of our group members don't have medical insurance and the cost of cancer care treatment is very costly. The proceeds received from CIBC FirstCaribbean go a long way. We are able to assist with necessary scans, exams and even grocery needs, along with overall support which is critical," she said.

Since the walk's inception in 2012, CIBC FirstCaribbean has raised close to 4 million dollars across the region for the fight against cancer with the help of corporate sponsors, employees, clients, and members of the public.

CIBC FirstCaribbean's Managing Director, Dr. Jacqui Bend, appealed to corporate Bahamas and the wider public to partner with the bank to support Walk for the Cure and help raise critical funds to support those impacted by cancer.

"Walk for the Cure is a family-friendly health and fitness event. Last year's walk saw a great turnout and we are looking to double those numbers this year as we help increase awareness about prevention, early diagnosis, and treatment of all types of cancer as well as funds for the fight against cancer. CIBC FirstCaribbean encourages everyone on the islands where CIBC FirstCaribbean has a presence to come out and support a great cause."

Members of the public are encouraged to sign up to interact and walk with other participants while enjoying fresh air and great scenery. Registrants can make it a team activity by signing up with friends, family members or co-workers. WFTC registration is \$25 for adults and \$15 for children. Persons can register at any CIBC FirstCaribbean branch, or by emailing WalkfortheCureBAH@cibcfib.com.

Additionally, individuals can stop into any CIBC FirstCaribbean branch and make a donation to the CIBC FirstCaribbean Walk for the Cure account. CIBC FirstCaribbean customers can also use the convenient first pay option when they log in to donate.

-Ends-



On October 7th, 2023, individuals of all ages will participate in CIBC FirstCaribbean’s flagship fundraiser, Walk For The Cure (WFTC) on this islands of New Providence, Grand Bahama, Abaco and Eleuthera.



During its Walk for the Cure 2023 launch, CIBC FirstCaribbean presented \$51,000 to cancer care organizations across the country. Pictured from left to right are GD Caring and Sharing executive member, Helen Longley-Forbes; Sister Sister Breast Cancer Support Group representatives, Carolyn Sweeting and Nurse Charlene McPhee; CIBC FirstCaribbean’s Managing Director, Dr. Jacqui Bend; Cancer Society of The Bahamas Founder and Director, Susan Roberts and Immediate Past President Dr. Williamson Chea and CIBC FirstCaribbean Walk Manager, Antionette Fox.

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 twelve (12) countries around the Caribbean, providing the banking services through approximately 2,700 employees in 48 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\$1.3 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 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, [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) or [YouTube](#).

Media contact:

Serena Williams, Serena Williams Media and Public Relations
Telephone: 242 557-5570; Email: serena@serenawilliams-pr.com

Media contact:

Ashley Albury, Serena Williams Media and Public Relations
Telephone: 242 437 0605; Email: ashley@serenawilliams-pr.com