

Draft News Release

For Immediate Release

THE SALVATION ARMY, CIBC FIRSTCARIBBEAN INTERNATIONAL BANK JOIN FORCES FOR BACK TO SCHOOL

Kingston, Jamaica, Sept. 5, 2018 – The Salvation Army and CIBC FirstCaribbean International Bank Back have joined forces to help 100 children prepare for Back-to-School.

The bank helped to finance the Salvation Army's Back-to-School Treat in Jones Town on August 31, 2018, where back packs and school supplies and refreshments were presented to the children.

Nigel Holness, Managing Director of the bank said that "the bank was extremely pleased to be able to support the Salvation Army's Back-to-School Initiative" and he congratulated them on their ongoing community programmes. He also issued an appeal to the bank's customers to support charitable organizations.

Noting that Visa Gold and Visa Bizline credit card customers earn points when they use their credit cards which may be redeemed for benefits like cash back, travel, e-gift vouchers or donations to charity Mr. Holness, said "our bank has a number of charities listed as possible options for cardholders to aid the less fortunate or support the environment and we are encouraging them to donate their points to the Salvation Army, The Jamaica Environmental Trust or Missionaries of the Poor."

Mr. Holness said that "our bank's credit cards give our customers access to credit so that they could conveniently purchase what they require now and pay later and we feel certain that they would also want to help others in need."

Major Marcia Morris, Divisional Director for Women's Ministries, Eastern Division of the Salvation Army, said that the organization was "thankful for the partnership with CIBC FirstCaribbean in the Back-to-School Treat". She noted that the organization is very active in the Jones Town community where the Salvation Army Jones Town Church hosts a number of Bible-based and educational programmes. In addition to its Back-to-School Treat, the Salvation Army also concluded a Vacation Bible School at the end of August.

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Captions



Some of the students at the Salvation Army, CIBC FirstCaribbean Back to School Treat with their back pack gifts.



Renee Whitehorne (r), Marketing Manager, CIBC FirstCaribbean International Bank and Major Marcia Morris, Divisional Director, Women's Ministries, the Salvation Army, prepare the backpacks for the 100 students feted at the Back to School Treat hosted by the Army and CIBC FirstCaribbean International Bank in Jones Town.



Nigel Holness, Managing Director of CIBC FirstCaribbean International Bank chats with some of the children at the Back to School Treat hosted by the Salvation Army and the Bank in Jones Town.



Renee Whitehorne (left), Marketing Manager and Nigel Holness (2nd), Managing Director of the Bank with Major Oral Morris (r), Divisional Commander, Eastern Division, Salvation Army, and a young beneficiary of the Back to School Treat sponsored by the two entities in Jones Town.

About CIBC FirstCaribbean

CIBC FirstCaribbean International Bank is a relationship bank offering a full range of market-leading financial services through our Corporate and Investment Banking, Retail, Business & International Banking and Wealth Management segments. We are located in seventeen (17) countries around the Caribbean, providing the banking services that fit our customers' lives through approximately 3000 employees, in 80 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 \$1.8 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, Facebook: CIBCFIB, Twitter: CIBC_FCIB, LinkedIn: CIBC FirstCaribbean International Bank, Instagram: CIBCFirstCaribbean, YouTube: CIBC FirstCaribbean

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