

News Release  
FOR IMMEDIATE RELEASE

**2018 WALK FOR THE CURE SET FOR OCTOBER 7<sup>TH</sup>**  
*Imminent launch of Annual Francis De Lima award for music also disclosed*

**Castries, Saint Lucia, August 16<sup>th</sup>, 2018** - Saint Lucia's next major fundraising walk is set for October 7<sup>th</sup>.

The date for the 2018 annual Walk For the Cure (WFTC) led by CIBC FirstCaribbean International Bank was disclosed on Wednesday August 15<sup>th</sup> at the Harbor Club resort. During the cocktail event to launch this year's walk, a call was issued to Saint Lucians to "pay it forward and join in to break all existing records - both attendance and returns, because someone, somewhere is counting on" their participation and contribution.

In her welcome remarks to representatives of corporate partners and beneficiaries Faces of Cancer and Saint Lucia Cancer Society, Mrs. Carol Mangal Senior Manager for Sales & Platinum Banking challenged the country to see the EC60,000 raised locally from last year's walk as the starting figure and not the target. Citing the high cost of cancer treatment and the financial stress it places on cancer patients and their families, Mrs. Mangal said "we can do more, because there are hundreds of reasons why; many of these reasons are someone's spouse, parent, sibling, boss or neighbor."

She also paid tribute to the late pop music icon Francis "Leebo" De Lima who lost his battle with gastric cancer in March this year, seven months after completing the 2017 Walk For The Cure and was among the first seven to cross finish line. She described De Lima as one who "made a commendable contribution in keeping cancer at the forefront of the national conversation", and this achieved a key WFTC objective - namely to talk openly about cancer, and put a face to the disease.

"Fueled by such an indomitable and dignified spirit, who contributed to the cause of cancer-awareness in such an unabashed way, CIBC FirstCaribbean has approached the Cultural Development Foundation (CDF) to partner with us to memorialize Francis De Lima through an annual award and financial grant in his name, to an emerging artistic talent, for an initial three years. The privilege is mine therefore to announce the imminent launch of the Francis De Lima Award & Grant for Music", she said. She added that the criteria are being developed by the CDF with a view to launching the programme, and subsequently announcing the first winner later this year.

Simultaneous walks will again take place in the north and the south, to depart from the bank's Rodney Bay and Vieux Fort branches at 6:00a.m. The northern route will culminate at Pigeon Island via

Mongiraud, Caye Manger and Beausejour while the southern route culminates back at the branch via La Resource and the Laborie Highway. At the end of the walks a prize giving ceremony, refreshments, entertainment, and health and fitness related challenges await participants.

A number of fund raising activities are underway to augment proceeds from the \$25 registration fee and contributions from corporate partners. Fundraising will also continue throughout the month of October. Funds raised from the walk are supplemented by CIBC FirstCaribbean International Bank, and presented in equal parts to the Saint Lucia Cancer Society and Faces of Cancer in November.

The public is encouraged to deposit contributions in any amount at the Walk for the Cure donation tins at all bank branches, or via direct deposit to the Walk for the Cure, CIBC FirstCaribbean account # 106995550. For more information on the Walk for the Cure and how you can support, kindly contact Ms. Serbrina Hassel at 456-1110 or Ms. Elaine Borton at 456 2403.

**Ends**

### **About CIBC FirstCaribbean**

CIBC FirstCaribbean is the largest, regionally-listed bank in the English and Dutch speaking Caribbean serving over 400 000 customers in 17 markets, through approximately 2,700 staff, across 100 branches and offices. The bank, which has almost 250 years of combined experience in the region, offers a full range of market-leading financial services in: Corporate and Investment Banking, Treasury Sales and Trading, Retail Banking, Wealth Management, Small Business and Credit Cards.

CIBC FirstCaribbean is a member of the CIBC Group. CIBC is a leading Canadian-based global financial institution with nearly 11 million personal banking and business clients. Through our three major business units - Retail and Business Banking, Wealth Management and Wholesale Banking - 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)

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