



NEWS RELEASE

For Immediate Release

BACK TO SCHOOL WITH BETTER LISTENING SKILLS

Bridgetown, 10 September 2019- Twenty-one primary and secondary school students returned to their classroom this week with the tools to be better listeners.

During an interactive, fun filled session well known lyricist and spoken word artist, Adrian Green demonstrated to them how the ears, body and eyes are all be involved in the listening process.

But the members of the group, who were attending a one-day workshop at the CIBC FirstCaribbean International Bank's Warren's Great House, went home with more than improved listening skills. They received textbooks, school supplies and Pages Book Store Gift Certificates to buy their other items required for school. The outreach for children between the ages of 5 and 15 from throughout Barbados, was organised by four units of the bank, namely the Chief Accountant Division, Financial Reporting, Planning & Analysis, Treasury and Accounts Payable and Sourcing.

Associate Director, Financial Reporting at the bank, Sharina Marshall said that usually during the summer vacation when parents were outfitting their children for a new school year, individuals often received requests for help from parents faced with difficulties in meeting the back-to school needs. She said that to help in this regard, the bank's employees wanted to create a programme that would significantly impact the wider community and directly affect the children and as a result, the staff of the four units organised a coordinated effort called First Initiative targeting students requiring assistance.

In addition to their individual financial efforts, they received support from the bank's charitable arm, the FirstCaribbean International Comtrust Foundation, which runs the Adopt-a-cause programme. This resulted in the day-long programme during which the bank staff and participants engaged in playing a variety of games, painting and getting to know each other prior to the session with Adrian Green and the presentation ceremony.

Teacher at the St. George Primary School, Ms Allison King, who was a resource person at the workshop, said she was thrilled with the event: "It was more than bringing children or parents and presenting them with gifts. This time it was personal ... the children met the bank staff. The bank staff got to see their faces and to have fun with them."

She said the need for help around this time of the year was usually significant, adding that she believed she was speaking for all the schools with pupils attending the function, when she said the bank's effort was welcomed. "We really appreciate the blessing ... it was more than expected."

She commended the level of involvement by the staff in the project. In addition to organising the event, they worked out logistics with parents, procured booklists, which were lodged with Pages Bookstore, which partnered with them on the project.

The children were equally pleased, Amita Arthur was happy to be a guest in the historic Warrens Great House. "We had lots of fun and the staff were nice and friendly and were interested in getting to know us," she said.

- Ends -

Captions:

An array of paintings done during the workshop formed a collage.



Spoken Word Artist Adrian Green demonstrating that listening is more than using your ears.



Machal Greenidge receiving his school supplies from CIBC FirstCaribbean's Director of Financial Reporting & Planning & Analysis, Trevor Estwick.



Teacher at St. George Primary, Allison King accepting school supplies for her students.



Amira Arthur was one of the recipients of back-to-school supplies.



CIBC FirstCaribbean's Director of Financial Reporting & Planning & Analysis, Trevor Estwick hands over a back-to-school package to Gabrielle Greenidge



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.

For more information about CIBC FirstCaribbean, visit www.cibcfcb.com, Facebook: CIBCFIB, Twitter: CIBC_FCIB, LinkedIn: CIBC FirstCaribbean International Bank, Instagram: CIBCFirstCaribbean, YouTube: CIBC FirstCaribbean

Media contact:

Debra King, Director of Corporate Communications, CIBC FirstCaribbean, Barbados Head Office; telephone: 246 367 2248; fax: 246 421 7148 and email: debra.king@cibcfcb.com.