



NEWS RELEASE

For Immediate Release

MURAL TO BUILD BREAST CANCER AWARENESS

Bridgetown, Barbados, October 15, 2020:- Barbados' Breast Cancer Awareness will soon have a major highlight along one of the island's busiest streets, Collymore Rock St. Michael.

A 261-foot wall running along the property of Purity Bakeries, by the bus shelter, will feature a mural speaking to the strength and beauty of women who have been directly affected by breast cancer. The location of the mural is just around the corner from the Barbados Cancer Society's Headquarters in Henry's Lane.

The project, launched on Wednesday 13th October 2021, is an initiative of CIBC FirstCaribbean and Goddard Enterprises Limited (GEL), the parent company of Purity Bakeries which owns the wall and Marshall Trading, another subsidiary of GEL, which will be supplying the materials for the painting.

Chief Executive Officer, Manufacturing for GEL Nicholas Mouttet, said that it was fortuitous that the wall will be launching on the day that GEL is celebrating its 100th anniversary and the company is happy to partner with CIBC FirstCaribbean on this project, as it will form part of the anniversary celebrations.

General Manager of Purity Bakeries, Rakeesh Bernard said that when CIBC FirstCaribbean communicated the idea to GEL, they welcomed the opportunity to be part of the initiative and were happy to donate the wall especially since the focus was such an important issue, which touched many people.

Walk Manager for CIBC FirstCaribbean, Shakida Grant explained that artists were invited to send proposals, outlining how they would convey the concept for Breast Cancer Awareness, and Shane Eastmond's was selected.

Eastmond said the completed four-foot-high mural will focus on the strength and beauty of women who were affected by breast cancer, including the survivors. He described the mural as a typography, which meant it will contain several words to express the concepts. An important feature will be two women, who will be painted at strategic points to further illustrate the strength, beauty and emotions of those who had or are experiencing the illness.

The artist said the mural will also be interactive, in the sense that a special section will be designed to encourage people to pose for pictures, there. That section will represent freedom and will include two wings emanating from the breast cancer ribbon.

Eastmond will also get an opportunity to mentor five young people during the exercise, two of whom were present for the handover of materials. They are Ishmiah Nurse, a student of Parkinson Memorial Secondary School and Sheridan Small, a graduate of the school, which is also part of the GEL family, the company having adopted the school a few years ago.

Small said she was delighted to have the opportunity to work on the project which supported a worthy cause while Nurse said that as a student “it was great to contribute to his school’s public outreach by contributing to the mural which focuses on an important social issue.”

For almost a decade CIBC FirstCaribbean in association with the Breast Screening Programme (BSP) of the Barbados Cancer Society has marked Breast Cancer Awareness with a series of activities in October, headlined by the annual Walk for the Cure. This saw thousands of pink-shirted Barbadians walking in unison along one of the country’s major highways, heightening awareness and raising funds to support the work of the BSP.

COVID-19 placed a temporary halt to that event for the last two years, but the mural will bring the awareness in a similarly colourful fashion and will also create a lasting memory. Noting that the current climate paused the usual activities, Michelle Straughn, Walk Manager of the Breast Screening Programme, thanked CIBC FirstCaribbean, Goddard Enterprises Ltd, Purity Bakeries and Marshall Trading, for the mural project. She said that it will be good for survivors of cancer, as well as the families of those who had passed from the illness to come to the wall and take pictures. It would help them to understand that there is support for them.

Grant agreed, noting the bank was pleased that the mural would be placed along such an important artery to the island’s capital as it would remind many people about the issues related to breast cancer. She thanked everyone who joined with the bank to bring the project to fruition.

She also encouraged passers-by to watch and take photos of the progress of the mural and post them on their social media pages and use the hashtags #cibcfirstcaribbean, #wftc2021 and #breastcancerawareness.



Captions:

Artist Shane Eastmond, second from left, explaining how their mural will portray the various concepts. The attentive gathering comprised from left, Barbados Cancer Society's Walk Manager-Breast Screening Programme, Michelle Straughn; CIBC FirstCaribbean's Walk Manager; Shakida Grant; Partly hidden, Senior sales rep at Marshall's Trading, David Mason; General Manager, Purity Bakeries, Rakeesh Bernard; student, Ishmiah Nurse; past student Sheridan Small; CEO Manufacturing, GEL, Nicholas Mouttet and Principal, Parkinson Secondary, Ian Holder.



Senior sales rep at Marshall's Trading, David Mason presents paint to artist, Shane Eastmond. Also pictured from left, are student, Ishmiah Nurse; Principal, Parkinson Secondary, Ian Holder; past student, Sheridan Small; CIBC FirstCaribbean's Walk Manager; Shakida Grant; General Manager, Purity Bakeries, Rakeesh Bernard; CEO Manufacturing, GEL, Nicholas Mouttet and Barbados Cancer Society's Breast Screening Programme, Walk Manager- Michelle Straughn.

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Media contact:

Donna Wellington, Managing Director - Barbados and Eastern Caribbean, CIBC FirstCaribbean, 4th Floor, Michael Mansoor Building, Warrens, St. Michael; telephone: 246 467 8715; email: donna.wellington@cibcfcib.com

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