

**News Release  
For Immediate Release**

## **HIKE FOR THE CURE TO KICK OFF 2023 CIBC FIRSTCARIBBEAN WALK FOR THE CURE - A FUNDRAISING CAMPAIGN FOR BVI CANCER SOCIETY**

**Road Town, Tortola, 11 July 2023** - The CIBC FirstCaribbean Walk for the Cure, hosted in collaboration with the BVI Cancer Society, kicks off the 2023 campaign with the Hike for the Cure on Sunday, July 16. Organised by the WFTC committee and HikeBVI, the Rough Point trail starts from Mount Healthy National Park departing at 5:30am.

“We are excited to be starting off our Walk for the Cure fund raising campaign with a wholesome, activity that can be enjoyed by the whole family,” said Walk Manager, Fabian Devonish, Acting Country Head, CIBC FirstCaribbean International Bank. “The hike is something we introduced to the WFTC campaign last year and it was a hit with all who took part. Sef is an excellent tour guide and entertainer with a wealth of knowledge about the flora and fauna and the historical interest spots we may come across on the trail. We particularly like the fact that this is a healthy, outdoor pursuit that is good for body and soul while helping to raise funds and awareness for a worthy cause.”

Sef Graham, owner and Director of HikeBVI, is happy to be collaborating with CIBC FirstCaribbean to help raise funds for the BVI Cancer Society once again. The special event entry fee of \$25 will go towards the WFTC fund.

“HikeBVI is something that started out as a personal hobby and which grew into an opportunity to share my love and passion for nature, culture and history with others. It is uplifting to give my services and be part of an initiative that sets out to support the fight against cancer in our community,” said Graham.

Early registration and E-Tickets are available by email from [hikebvi@gmail.com](mailto:hikebvi@gmail.com) or [fabian.devonish@cibcfcb.com](mailto:fabian.devonish@cibcfcb.com) and WhatsApp +1 (284) 542 6715.

Upcoming events include the Hunt for the Cure on Saturday, September 2. Now in its third year, the popular car treasure hunt around Tortola incorporates historical, cultural and fun fact clues. Individual, group and corporate teams vie for top prizes of a day sail with Horizon Yacht Charters and outings with Sea It Clear Tours in Virgin Gorda.

The 12<sup>th</sup> annual Walk for the Cure takes place on Saturday, October 7 where people of all ages set off at 5:30am on a round trip walk or run from the bank to Sea Cows Bay. The \$25 registration fee includes an event T-shirt and light breakfast.

The Walk for the Cure is the largest fundraiser to benefit the BVI Cancer Society in its efforts to combat cancer in the community. In 2022, the initiative raised \$51,500 and the target for 2023 is \$75,000. The funds generated from the campaign are used primarily to assist with the purchase and maintenance of equipment used in the diagnosis and treatment of cancer patients. They are also used 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 across the region.

Sponsors for the 2023 Walk for the Cure include Tradewinds Cruise Club, ATU General Trust (BVI) Ltd, O'Neal Webster, Gold Leaf Consulting Limited, Conyers, Kendall Corporate Services Limited, Smiths Gore, Walkers, Alphonso Warner Insurance Agency Ltd, Capriccio di Mare, Caribbean Insurers, CCT BVI, Coldwell Banker, Driftwood Spa, Horizon Yacht Charters, Crowe (BVI) Ltd. For information on becoming a sponsor contact [fabian.devonish@cibcfcb.com](mailto:fabian.devonish@cibcfcb.com).

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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](http://www.cibcfib.com) , [Facebook](#) , [Twitter](#) , [LinkedIn](#) , [Instagram](#) or [YouTube](#).

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