

Liberty Business committed to breast cancer fight



Kemar Polius, head of Country for Barbados, CIBC Caribbean (left), accepting the corporate support from Desron Bynoe, vice president and general manager of Flow Barbados. (GP)

As Barbados prepares to mark Breast Cancer Awareness Month, Liberty Business, has once again pledged support, valued at \$20 000, for this year's **CIBC Walk for the Cure**. The business-to-business arm of leading telecoms provider Flow is reinforcing its commitment to the fight against breast cancer.

The annual walk continues to be one of the Caribbean's most powerful movements for cancer awareness and support. Last year, more than 20 000 Barbadians joined the event, filling the streets in a shared show of strength, remembrance, and solidarity with those affected by breast cancer.

Desron Bynoe, vice president and general manager of Flow Barbados, emphasised the company's commitment to championing causes that strengthen the community.

"Every October, this walk reminds us of the resilience of survivors, the importance of early detection, and the power of unity. We see survivors walking proudly, families honouring loved ones, and supporters showing that no one faces cancer alone. Liberty Business is proud to join CIBC as we play a role in amplifying that message and supporting the Barbados Cancer Society's Breast Screening Programme, which continues to make an extraordinary difference in saving lives," he said.

Bynoe recently presented the company's

contribution, which is in cash and kind, to Kemar Polius, CIBC Caribbean head of country for Barbados, who expressed appreciation for the continued partnership.

"The success of **Walk for the Cure** rests on the unwavering support of partners like Liberty Business and the commitment of thousands of walkers who show up every year. Together, we are not only raising funds but also raising awareness, giving hope, and creating meaningful impact in the fight against breast cancer," said Polius.

Walk for the Cure remains CIBC's flagship regional fundraising initiative, with events hosted across the Caribbean. The funds generated support education, early detection, treatment and patient care, making a direct difference for individuals and families navigating a breast cancer diagnosis.

The walk, under the theme **Caribbean Strong: Walking for Resilience**, will follow its familiar route on Sunday, October 5, beginning at CIBC's Regional Head Office in Warrens and looping through Hinds Hill, Husbands and Clermont, before finishing at the Massy Stores car park in Warrens. Thousands are once again expected to turn Warrens and its surroundings into a vibrant display of pink.

(PR)

First formers set sail with school supplies from King Ocean



From left: Carlos Best, King Ocean Services sales representative; Captain Adrian Ward, principal of Parkinson School; Nathalie O'Daine, island manager, King Ocean Services; and Adrian Nicholls, King Ocean Services sales representative, pose with gift items for the school.

First formers at Parkinson Memorial Secondary School were elated when they were all presented with school supplies from King Ocean Services Ltd recently. Their new drawstring bags contained pencil cases, water bottles, notebooks, pencils, pens and other stationery for the students' use.

Goddard's Shipping Barbados is the

local agent for King Ocean Services, an ocean freight company offering a wide range of shipping solutions, including charter services, personal items, heavy machinery and project cargo. King Ocean specialises in efficient and reliable maritime shipping services, providing weekly, direct connections from South Florida to



Parkinson School 1st Formers with their stationery bags, along with Principal Captain Adrian Ward (2nd from left, back row) and Nathalie O'Daine (3rd from left, back row).

Central and South America, as well as the Caribbean.

In keeping with their commitment to being a good corporate citizen, King Ocean sought to give back to a school in Barbados. Parkinson Memorial was an ideal choice for this donation, as they were already part of the Goddard "family", having been adopted

by Goddard Enterprises several years ago.

Captain Adrian Ward, principal of Parkinson School, was on hand to receive the donation from Nathalie O'Daine, island manager of King Ocean Services Ltd, who expressed her delight that they were able to donate to the newcomers.

(PR)