

24 July, 2020

HSBC celebrates the spirit of Cup Match

HSBC Bermuda has announced their upcoming Cup Match activities, designed to celebrate the spirit of the holiday. As the long time, proud Lead Sponsor of the Annual Cup Match Classic, the bank will be hosting an island wide motorcade, providing giveaways and hosting competitions while practicing social distancing, to ensure that the spirit and essence of Cup Match is maintained, despite not enjoying the traditional cricket extravaganza.



The return of the Cup Match Annual Motorcade will see HSBC employees travelling the length of the Island starting from both St George's and Somerset while providing giveaways to the public along the journey. The free gifts will include the traditional HSBC car flags, along with popcorn and cotton candy in team colors. The Motorcade will take place from 12 noon – 2 pm on Tuesday 28 July, 2020 from St. George's to Hamilton and 12 noon – 2 pm from Somerset to Hamilton, on Wednesday 29 July, 2020.

In addition, HSBC will be contributing to online articles and videos being featured on 'The Bermudian's' website covering the history and culture of Cup Match. To add to the celebrations, HSBC will sponsor Vibe 103, Ocean 89 and Power 95 to provide music over the two day holiday period.



"We are excited to be back on the streets with our famous motorcade. Recognizing that this year's Cup Match may be different than how we normally celebrate, our commitment to the Island's biggest community event continues and is stronger than ever" commented Tanya Bule, Head of Wealth and Personal Banking for HSBC Bermuda.

More details on how HSBC is celebrating Cup Match, including route details for the Motorcade can be found online at www.hsbc.bm. You are reminded to please wear a mask when approaching the motorcade and to maintain the appropriate safety regulations and social distancing.

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Notes to editors:

1. HSBC Holdings plc

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