



# Co-op Bank committed to the holistic development of Grenada

To say a nation's health is its wealth, and to act as if one understands this, can be two entirely different things. As true as this adage is, many pay little attention to its deep reality and the effects on the development of a nation.

Committed to the holistic development of the communities it serves, the Grenada Co-operative Bank launched its Healthier Lifestyles Programme on February 17<sup>th</sup> 2009, with the objective of encouraging the population to live vibrant and physically active lives through healthy living.

In explaining the origin of the Healthier Lifestyle Programme, Mr. Richard Duncan, Managing Director, indicated that through strategic thinking and analysis, the Bank initiated the programme to help people live healthier, longer and more productive lives so all can benefit; the bank, the country and the economy.

The Healthier Lifestyles Programme comprises two major activities: a Fun Walk and a Health Fair Extravaganza, both of which are intended to become annual events.

## 'Pump It Up!'

The Fun Walk dubbed 'Pump It Up!' scheduled for Sunday April 26 at 4 pm, will take participants from the Grenada National Stadium to Camerhogne Park. Co-op Bank wants the event to be successful, and therefore invites families to come out, have fun and participate. Besides the many health benefits of the walk, there is also the added incentive of prizes for the different categories of walkers.

Mr. Duncan noted that no prize would be given for the person finishing the walk first, since it



MR. RICHARD DUNCAN, MANAGING DIRECTOR - CO-OP BANK

is not a competition. The activity is about fun and enjoyment, with the hope that at the end of the event, the message will be clear and people will continue walking or engage in some form of physical exercise, to ensure their well-being is enhanced.

Persons are encouraged to register for the walk, at which time they would be required to pay a small fee. Registration commences in March, and proceeds will be contributed to the Grenada Heart Foundation - making a difference to the life of another.

All registered persons will receive a "Pump it Up!" t-shirt and a pedometer, which is a small device worn on the arm/waist which counts the number of steps one makes and calories burnt. They will also be entitled to water throughout the event.

As much as registering is encouraged, the walk will not be limited to these individuals. However, persons who are not registered will not experience the benefits to be derived.



(FROM LEFT) DR. SONIA JOHNSON, HEALTH CONSULTANT ATTACHED TO CO-OP BANK'S HEALTHY LIFESTYLE PROGRAMME, MR. RICHARD DUNCAN, MANAGING DIRECTOR - CO-OP BANK AND MRS. JENNIFER SOLOMON, CO-ORDINATOR - GRENADA HEART FOUNDATION



# Pump It Up!



CROSS-SECTION OF AUDIENCE AT THE LAUNCH



MRS. JENNIFER SOLOMON ADDRESSES THE GATHERING

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## Co-op Health Fair Extravaganza

Planned for 2010, the health fair will provide the public with health related information, provide free health tests, display food preparation techniques, promote physical exercise through demonstrations and sensitize the public on environmental issues.

## So what's in it for me??

'Your health is your wealth'. At Co-op Bank, we recognize the importance of a healthy nation and have therefore partnered with other institutions to develop a program suitable for all. These institutions include the Grenada Food & Nutrition Council, the Grenada Broadcasting network, Glenelg Spring Water, Body & Soul Gym, Mitchell's Pharmacy, the Grenada Heart Foundation and the Grenada Red Cross.

So come and join the Co-op family, to start stepping to a healthier way of life.

***"Pump It Up!!!!!"***



ERICKA SIMMONS, ACTING MARKETING OFFICER