

Co-op Bank



Pump it Up!

As a financial institution, getting involved in an area that is considered to be very different from its normal course of business, may prove to be challenging. However, Co-op Bank looked at the bigger picture, took the bold step and on Sunday, April 26, 2009, executed what is considered to be a very successful “**Pump it Up**” Fun Walk, which is the first aspect of its Healthier Lifestyles Programme. Commenting on the event, Ms. Ericka Simmons, Acting Marketing Officer of Co-op Bank stated, “...the Bank is proud to have executed such a noble, yet meaningful initiative that will touch and influence positively, the lives of many.”

Co-op Bank is interested in the holistic development of the communities in which it serves and is encouraging the population to live vibrant and physically active lives. This has added to their on-going support in the areas of education, sports, culture and the environment, as Co-op Bank initiated an activity that caters for and will benefit all segments of the population.

There is no doubt that the message of living healthier lives, which includes exercise, resonated among the population, which was evident by the exceptional participation. The event saw approximately 2,400 registered persons, demonstrating their commitment to healthy living.

The Honorable Peter David, Parliamentary Representative for the town of St. George, gave the official start promptly at 4:00pm at the National Stadium. The enthusiasm continued to the end at Camerhogue Park,



Hon. Peter David starting the event with the assistance of the Hon. Arley Gill

where participants were able to refresh themselves with fruit bowls.



Cross-section of the crowd at Camerhogne Park

The Fun Walk was dubbed “**Pump it Up**” because of the positive correlation between walking and the healthy functioning of the heart. As a result, the first beneficiary of the “**Pump it Up**” Fun Walk was the Grenada Heart Foundation. At the end of the event Co-op Bank made a generous contribution of eight thousand, four hundred dollars (\$8,400), representing a donation of one dollar (\$1.00) per participant for each of the mile 3½ miles walked.



*Most Senior Registered Female,
Paula Rae Sylvester*

Prizes were also given for a number of categories, such as the largest workplace, community, church and school groups, the youngest male and female on foot and on wheels, the most senior male and female. The Grenada Nurses Association was the overwhelming winner of the largest registered workplace group, with 162 registrants.

Special commendation must be given to all participants, for their stance on healthy living and for their support to the Grenada Heart foundation. A job well-done! We encourage all to continue what was started and experience the benefits of being healthy.