Gowrie Launches “G-Fit”, a New Employee Program to Inspire Health and Wellness

Press Release, For Immediate Release.  
June 24, 2016 | Westbrook, CT

Congratulations Team Gowrie!  For the past few months, employees at Gowrie Group, a leading New England insurance agency, have been taking advantage of the company’s unique new employee benefit program called GFit.

GFit by Gowrie Group is an original initiative that includes exercise classes with a range of focus and difficulty, including GRun, GFree GYoga, GTone, GZoomDance, and a GFit Lecture Series. Through these programs, employees spend an hour or two a week exercising and learning about fitness and nutrition, under the guidance of two trainers Gowrie Group has recently partnered with, Jessica DaSilva and Margot Sherwin. The GFit objective establishes and encourages a holistic approach to empower wellbeing that revolves around fitness and nutrition, as well as intellectual, environmental, and social wellness.

GFit has been a huge success for Gowrie Group so far. On Sunday June 19th, a group of 11 Gowrie Group employees in the GRun program who had been training since the end of March, participated in the Branford Road Race. Gowrie had competitors in the five mile race as well as the two mile health walk – everyone crossed the finish line.

“The majority of GRun participants never ran a step before they joined this program in March. They have now gone on to complete 5 and 2 mile races after months of dedicated training - in the heat, during the workday and at home. The encouraging words of all of the GRunners towards each other were a part of every training session we did: ‘You can do it’, ‘Looking good’, ‘You are amazing’, ‘Let’s Do This!’ and my personal favorite ‘1, 2, 3… GFit!’” shared Jessica DaSilva, one of Gowrie Group’s GFit Personal Trainers.

“Yesterday was amazing, not just because everyone crossed the finish line, but because of the amount of people from Team Gowrie who waited at the finish, long after they had finished running, to cheer their team members on,” continued Jessica DaSilva of GFit.

Shari Whitney, Marine Account Manager for Gowrie Group, explained, “I signed up for the Branford Road race as a walker and my goal was to walk and run the 2 miles. However I ended up running the whole 2 miles, which for me is a milestone. [Jessica] is tough, but she is also such a motivator. She believes in me- in all of us- which makes us believe in ourselves… Believe it or not, I am looking forward to doing another race!”

The next road race that the GFit Running Group will partake in is the Hawaii Five.0 5K on July 30th, benefitting the Lyme-Old Lyme High School band.

Pictured above (left to right): Michelle Gertsch, Christine Castonguay, Marian Lucibello, Gayle Capezzone, Shari Whitney, Lindas Dillon, Beth Hughes, Jessica DaSilva, Kristen Orzolek, Rochelle Kapetan, Andrea Vercillo, and Cheryl Bouve.

Media Questions:  Whitney Peterson, whitneyp@gowrie.com, 860.399.2812

Gowrie Group, Always on Watch. As one of the nation’s Top-50 insurance agencies and the largest independent marine insurance group in the US, Gowrie Group provides total risk management services to individuals and organizations with complex insurance needs. Gowrie Group offers comprehensive insurance solutions matched with trusted advice and a commitment to service excellence. Gowrie Group’s portfolio of offerings includes commercial, non-profit, home/auto, equine, and yacht insurance, as well as employee benefits solutions and safety services. The company’s 150+ professionals service clients across the US from offices in Westbrook CT, Darien CT, Newport RI, North Kingstown RI, Boston MA, and Marshfield, MA. Learn more at www.gowrie.com or 800.262.8911.