

BHL Banks Holdings Limited

Powering Up with Powerade for Crop Over

STAY HYDRATED THIS CROP OVER with the energy drink of choice for the Festival – **PowerAde**.

It's easy to run out of the essential salts and liquids your body needs during the fetes this hot festival season. Each and every event calls for one thing – energy. Those that have it are ahead of those who don't.

In order to be amongst those that have what it takes to keep up with the "party" this season, **PowerAde** offers everything you need in easy to carry 20oz bottles. In four fantastic flavours in **orange, mountain blast, infrared freeze** and **lemon lime**, **PowerAde** is loaded with healthy vitamins, such as B3, B6 and B12, and minerals to help metabolize carbohydrates for energy and achieve optimal performance.

PowerAde also contains more potassium and up to 60% less sodium than other brands in the same category. What's more – it costs 35% less than those other brands.

It's a fun drink as well as a social drink for every occasion, and this Crop Over **PowerAde** plans to show you just how much fun it can be to Power Up with us.

PowerAde will be in the major band fetes and on the road on Grand Kadooment Day. Revellers with Radical, PowerX4, Berger Boys, Infamous Crew, Baje International, Refugees, Wednesday 2000, Bajana, Outraje, Wadadah, Campus Boyz and Ignition to name only a few will all be 'powering up with **PowerAde**.'

The key is to have fun, while staying healthy and hydrated. So **Power Up with PowerAde this Crop Over**.



PIX CAPTION:
Stay hydrated with the energy drink of choice for Crop Over 2006- PowerAde.