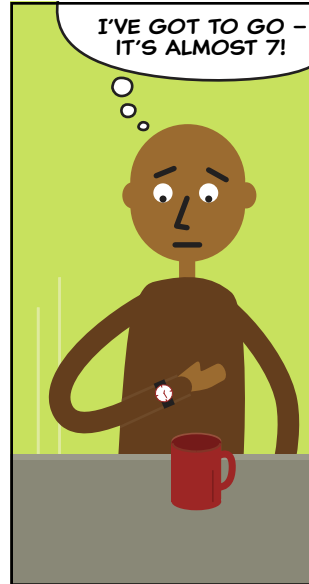
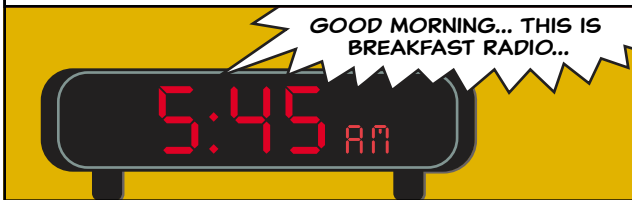


THE STORY OF Alex & Riley

THEIR JOBS MAY BE DIFFERENT,
BUT THEIR LIVES HAVE
A LOT IN COMMON...

EVERY MORNING...



ALTHOUGH THEY LIVE LESS THAN 10 MILES FROM
THEIR OFFICES, THEY DRIVE NEARLY AN HOUR TO
WORK BECAUSE THERE ARE NO BIKE LANES OR
PUBLIC TRANSPORTATION.



FOLLOWING A STRESSFUL COMMUTE, THEY
START THEIR DAY WITH A LARGE COFFEE WITH
CREAM AND SUGAR OR A CAFFEINATED SODA.



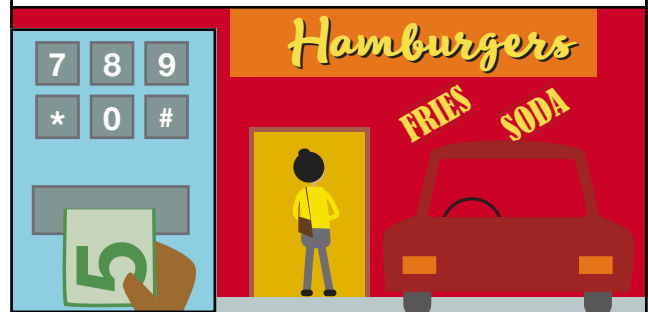
FOR THE NEXT
4 HOURS, RILEY
SITS ANSWERING
PHONE CALLS FROM
CUSTOMERS...



AND ALEX - A SOCIAL
WORKER - MEETS
WITH CLIENTS.



AT LUNCH TIME, ALEX GOES TO THE VENDING
MACHINE BECAUSE THERE AREN'T ANY NEARBY
RESTAURANTS...



AND, EVEN THOUGH RILEY'S WORKPLACE
IS LESS THAN A MILE AWAY FROM THE
CLOSEST RESTAURANT, SHE HAS TO DRIVE
BECAUSE THERE ARE NO SIDEWALKS AND
IT'S DANGEROUS TO WALK.

THEY RETURN & EAT THEIR LUNCHES AT THEIR DESKS.



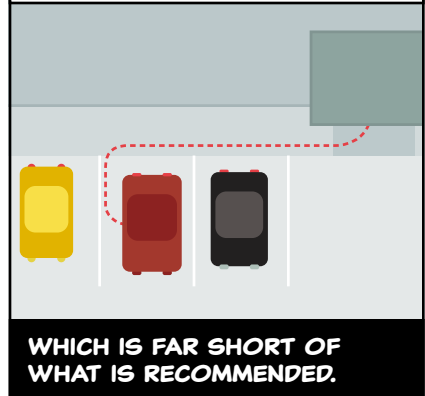
ALEX SPENDS THE AFTERNOON ON THE PHONE WITH CLIENTS... AND RILEY SITS IN A COMPANY TRAINING. THEY BOTH LEAVE WORK AROUND 5 PM.



THEY ARRIVE HOME AT 6:30 PM AFTER PICKING UP THEIR KIDS. THERE'S SO MUCH TO DO BEFORE THEY CRAWL INTO BED... JUST BEFORE MIDNIGHT.

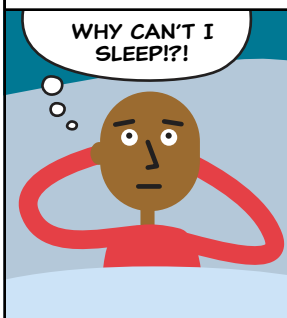


LIKE MANY OF US, THE ONLY PHYSICAL ACTIVITY THEY HAD ALL DAY ARE THE SHORT WALKS FROM THEIR HOMES TO THEIR CARS & FROM THEIR CARS TO THEIR OFFICES...



WHICH IS FAR SHORT OF WHAT IS RECOMMENDED.

PHYSICAL ACTIVITY INCREASES OUR PRODUCTIVITY AND REDUCES OUR RISK OF INSOMNIA, DEPRESSION, DIABETES, HEART DISEASE, CANCER, AND EARLY DEATH.



CDC RECOMMENDS THAT ADULTS PARTICIPATE IN AT LEAST 150 MINUTES OF MODERATE TO VIGOROUS AEROBIC EXERCISE AND 2 DAYS OF MUSCLE STRENGTHENING EXERCISES EVERY WEEK.



YET, 4 IN 5 ADULTS ARE NOT GETTING EVEN THAT MUCH PHYSICAL ACTIVITY.

HOW DO WE SUPPORT PHYSICAL ACTIVITY AND WELLNESS IN AND AROUND THE WORKPLACE? LET'S GET STARTED.

