

BRAND NEW



ARE U READY?

## Convenient and Affordable Purchase Options

TAVi Health prides itself on providing innovative and easy-to-implement incentive challenges to move your wellness programming forward without taking your budget backward. Any challenge is just \$219 with a discount for non-profit and government organizations!

There are three ways to place your order:

**Online:** Visit [www.tavihealth.com](http://www.tavihealth.com) to place your order online with a credit card.

**By Phone:** Call us at 888.491.1625 to place your order by phone.

**By Fax:** Download our order form at [www.tavihealth.com](http://www.tavihealth.com), fill it out and fax it to 515.232.3005.

### More Information

To learn more about the comprehensive challenges offered by TAVi Health, visit [tavihealth.com](http://tavihealth.com). To see samples of any campaigns, email [twist@tavihealth.com](mailto:twist@tavihealth.com) or call **888.491.1625**.

### THE BASICS

**Wellness Emphasis:** Physical Fitness | **Duration:** 8 weeks

**Tracking Mechanism:** Checklist with Pre-Test and Final Exam

**Theme:** Go back to school and earn an A+! Cardiovascular, resistance, and flexibility training are your core courses this term. Don't be tardy for this crash course where participants develop and stick to a consistent fitness program.

**Goal:** Keeping with an academic theme, participants take stock of their current fitness habits and set goals for improving their fitness levels. Achieving a sound balance between cardiovascular, resistance, and flexibility training is the focus. A formal and easy-to-complete tracking system makes it easy for individuals to achieve their goals and earn a high mark in this fun and fast-paced challenge.

**Incentive Prize Ideas:** Workout bag, fitness shoes, sweatshirt, water bottle, fitness DVD, membership to fitness center, exercise equipment, pedometer, sports watch.

### QUICK FACTS

Consider these facts when pitching this campaign idea:

- Despite the clear health benefits of regular physical activity, over half of US adults do not engage in physical activity at levels consistent with public health recommendations
- According to information provided on the Mayo Clinic website, regular stretching increases flexibility, improves range of motion, improves circulation, and relieves stress.
- Resistance training can provide up to a 15% increase in metabolic rate, which is enormously helpful for weight loss and long-term weight control.

### THE WORD

"We implemented this challenge in the fall when school was starting back up and the feedback was very positive. It is one of the few challenges that we have found that emphasizes more than just cardiovascular fitness."

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