



FITNESS FINALE!

CROSS THE LINE FEELIN' FINE

THE BASICS

Wellness Emphasis: Physical

Duration: 4 weeks

Tracking Mechanism: Single-Page Checklist

Theme: While fitness for the sake of being fit is a good thing, regular physical activity is also a powerful stress management tool. This challenge emphasizes getting up and moving and putting to use the good feelings resulting from physical activity to assist participants in managing everyday stress and adopting more healthy habits.

Goal: Cross the line feeling fine! Participants strive to complete at least four cardiovascular workouts a week and jump 'hurdles' each week by performing additional activities to manage stress. Individuals may increase the value of their workouts by adding boosters through the program including resistance training, flexibility exercise, and healthy nutrition.

Incentive Prize Ideas: Exercise shoes, workout bag, pedometer, sport watch, heart rate monitor, visor, or spa gift card.

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 an American Psychological Association report, one-third of Americans are living with extreme stress and 48% of Americans believe that their stress has increased over the past five years. Excess stress contributes to health problems, poor relationships, and lost productivity at work

THE WORD

"This campaign was very easy to work with and it included all the tools I needed. It had all the creative aspects taken care of so all I had to do was implement the program. I have limited time to work on incentive programs so it was nice to just copy the materials and begin. The participants enjoyed the emphasis on managing stress and taking time for themselves. Most programs only include a fitness aspect so it really added that extra something to keep them motivated to get up and move."

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 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, 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. To see samples of any campaigns, email twist@tavihealth.com or call **888.491.1625**.

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