



LOVE YOUR MOTHER

EVERYDAY IS EARTH DAY

THE BASICS

Wellness Emphasis: Environmental and Physical | **Duration:** 4 weeks

Tracking Mechanism: Daily Checklist

Theme: More than ever before our personal health and well-being are influenced by the health of our planet. Individually we can do much to optimize our health and that of our planet. We can all make every day Earth Day by seeking to reduce our impact on the planet and to increase our intake of healthy activities.

Goal: This unique challenge encourages participants to reduce their impact by recycling, re-purposing, reusing, and conserving energy. Along the way, individuals strive to increase their intake of healthful activities like eating more fruits, vegetables, and whole grains and making movement a part of the daily routine.

Incentive Prize Ideas: Bike helmets, t-shirts, reusable shopping bags, farmers market gift certificates, gardening tools and seeds, eco-friendly water bottle, weather radio, and membership for a Community Supported Agriculture (CSA) co-op.

QUICK FACTS

Consider these facts when pitching this campaign idea:

- Americans throw 38 billion water bottles a year into landfills.
- While the U.S. Dietary Guidelines recommend American adults consume 3 servings of whole grains daily, few heed this advice. A report from the USDA indicates that the average American consumes only one serving of whole grains daily.
- Plug-in battery chargers for cell phones and other devices can draw up to 20 times more energy than is stored in the battery – even when not actively charging a product! You can save energy by keeping chargers unplugged when they are not actively recharging a device, according to the Energy Star web site.

THE WORD

“Love Your Mother was a great success. The most repeated ‘like’ about the program was the creation of a better awareness of recycling and reusing materials and really just not being aware before of what their impact really was. We all had a lot of fun and look forward to future programs.”

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:

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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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